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THE NATIONAL NEWSPAPER OF MARKETING

Corn Products Assigns Knorr Debut to D-F-S

Testing of European Soups Is Seen as Step to Full-Line Marketing

NEW YORK, Jan. 25—While Campbell Soup Co. is invading the European market, Corn Products Co. is entering the U.S. soup market with a big European brand.

This flanking action was announced yesterday by William T. Brady, chairman of Corn Products, in a talk to the Cleveland Society of Security Analysts.

Mr. Brady revealed that his company began marketing seven packaged soups under the Knorr name in four U.S. cities this week. The cities are Columbus and Dayton, O., Syracuse, N.Y., and Providence.

"We are backing them with a massive promotion program of full color newspaper ads, television spots, grocery and supermarket displays and consumer sampling," Mr. Brady said.

■ ADVERTISING AGE learned that Dancer-Fitzgerald-Sample, one of the six agencies in the Corn Products stable, has been selected to introduce the Knorr line.

Knorr is a well known brand name on the European continent. The manufacturer is Swiss-based C. H. Knorr Co. Corn Products acquired a majority interest in Knorr in 1957.

Campbell, the dominant factor in the U.S. soup business, with

(Continued on Page 98)

Adman Must Purge Client of Product Sameness: Hockaday

NEW YORK, Jan. 26—A call for more missionary work among agencies to "convert the cannibals from their me-too-ism cult of mediocrity" came today from Margaret Hockaday, president of Hockaday Associates.

Speaking before the Magazine Promotion Group, Miss Hockaday noted that "missionaries are reportedly not exactly tasty; in business they somehow just never go with the rest of the diet." In today's hungry market, with the current urgency for fatter profits immediately, the tendency is to "let somebody else do the missionary work," she said.

Lamenting an "era of great mediocrity," Miss Hockaday cited the "identical products which are available everywhere, whether you shop at parking lot A or B. Branded, unbranded, private branded—the content of the package is the same.

■ "Do advertising agencies also grow more and more alike until it doesn't matter which company buys which agency, since they, too, are as alike as two packages of frozen peas?

"As agency people float up the income bracket they seldom bother to change hats as they move from agency to agency. They turn out the old copy under the new label, grinding the same merchandising scheme, the stoppers, the leads, the windups. No one seems to notice it—not the agency, and certainly not the manufacturer. He is already deep inside his competitor's product. In fact, he admits he cannot tell the difference between

(Continued on Page 98)

Scott, GF Tell of Ad Effectiveness Research

Roens, Mohr Report to Marketers on Tests of Mail, Media, Incentives

NEW YORK, Jan. 25—Scott Paper Co. is half-way through a $500,000 test program in 11 cities in an attempt "to pin down exactly how much influence certain types of promotion can have on sales."

Burt B. Roens, industrial marketing manager, and Walter B. Mohr, manager of industrial research, have revealed this at a meeting of the American Marketing Assn. The study involves the "washroom product line" and was begun last June. It will run through next May, but Scott "will continue to study the market through September," they said.

Mr. Roens said that for the test Scott selected three major items in the industrial packaged products division's ad and promotional budget: Space advertising, direct mail and distributor salesmen incentives.

Each of these is being tested

(Continued on Page 98)

Baker Tells ANA How GF Tests Concentration, Momentum, Media Mixes

NEW YORK, Jan. 26—How much advertising is enough?

Maxwell House division of General Foods Corp. relies on extensive use of testing and research data to come up with that answer, according to M. C. Baker, advertising and merchandising manager of the division.

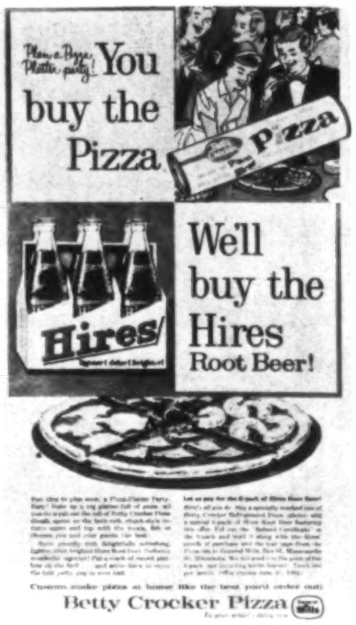
In a talk before a workshop session on ad evaluation sponsored by the Assn. of National Advertisers, Mr. Baker suggested that advertisers concentrate on scientific measurements to determine ad budgets.

At Maxwell House, he said, each marketing program includes a program for controlled market tests covering such items as packaging, copy, and media.

As examples, he cited areas in which advertising effectiveness can be measured.

These include (1) "advertising concentrations, or deliberate over-

(Continued on Page 98)



Plan a Pizza Platter party!
You buy the Pizza
Pizza
We'll buy the Hires Root Beer!
Hires
Betty Crocker Pizza

ROOT BEER & PIZZA—*Charles E. Hires Co., Philadelphia (Maxon Inc.), and General Mills, Minneapolis (Knox Reeves Advertising), join in a pizza-root beer offer in Sunday comics sections in 100 newspapers on March 12 and 26.*

Detroit Dailies Give Local Rate to Auto Dealers

DETROIT, Jan. 26—The *Detroit Free Press* and *Detroit News* have revised policy to give the retail advertising rate to local automobile dealers.

Reaction to the new rates, in effect since the first of the month, has so far been limited, a survey of dealers by ADVERTISING AGE revealed.

Under the new policy for both newspapers, individual dealers may purchase space at the local or retail rate, instead of the higher national rate. This does not apply for dealer groups, associations, factory

(Continued on Page 89)

$3,000,000 Schick Account Goes to NC&K

Old Order Hath Changed Since NC&K Was 'Canned' by Revlon in TV Hassling

NEW YORK, Jan. 24—Moving with the ease and speed of an electric shaver gliding across peach fuzz, Schick Inc. has appointed Norman, Craig & Kummel to succeed Benton & Bowles as its advertising agency.

The pace is remarkable in view of the fact that last week, when it was announced that ASR shaving products had switched to Benton & Bowles from Kenyon & Eckhardt, Schick professed "surprise" at the move, while B&B commented that it was continuing on the account despite the apparent conflict.

Schick's action heightened speculation that it had been looking for an agency for some weeks prior to the ASR acquisition by B&B, although this was denied by Gerald Light, vp of marketing.

Mr. Light said he has been approached by some 15 agencies in the seven months he has worked for Schick, and has had conversations with several, but was not seriously considering a move until the B&B conflict developed.

In addition to the winning agency, others in the running were Grey Advertising Agency and Warwick & Legler, both Revlon agencies, and Lawrence C. Gumbinner Advertising.

■ The appointment of Norman, Craig & Kummel returns to the Revlon Inc. fold an agency which worked for Revlon from 1947 until almost exactly five years ago, the split occurring under circumstances far less than amicable (Revlon now has 26.7% of the stock and operating control of Schick).

Schick said it bills $3,000,000

(Continued on Page 98)

Post Office Maps Tighter Rules for Ad Contests

Department Seeks to Bar 'Chance,' 'Consideration' Under New Lottery Rules

WASHINGTON, Jan. 26—The Post Office Department today circulated new lottery rules which are designed to squeeze "chance" and "consideration" out of merchandise promotion contests.

Under the draft issued by the department, contests will run afoul of the lottery laws unless awards are based on pre-disclosed judging standards. "Facsimiles" will no longer represent a way around the "consideration" barrier unless the facsimile is easy to make, and entitled to the same preference as a wrapper or coupon.

The new proposals are the outgrowth of a study which has been under way in the department since last summer. At the time the study got under way, Post Office General Counsel Herbert R. Warburton told ADVERTISING AGE that contests

(Continued on Page 89)

Last Minute News Flashes

Lever Shifts Air-Wick, Dinner-Redy to JWT

NEW YORK, Jan. 27—Continuing its agency realignments, Lever Bros. has switched advertising for Air-Wick, formerly at Foote, Cone & Belding, and Dinner-Redy, previously at Kenyon & Eckhardt, to J. Walter Thompson Co. JWT already handles Lux soap, liquid and flakes; Stripe and three new Lever test products. FC&B retains Imperial margarine and Pepsodent. K&E handles Praise, Spry and Handy Andy. Recently All detergent went from Needham, Louis & Brorby to Sullivan, Stauffer, Colwell & Bayles, and Swan from NL&B to BBDO (AA, Jan. 9).

Lefton Gets Seabrook; Andes to Smith/Greenland

NEW YORK, Jan. 27—Seabrook Farms has moved its $500,000 food account from Smith/Greenland to Al Paul Lefton Co., effective March 1. At the same time, Smith/Greenland added Andes Coffee Co., maker of Brown Gold coffee, which last year billed about $50,000, according to its former agency, Ketchum, MacLeod & Grove. Smith/Greenland also added Robert Parker, former ad manager and research director of Seabrook, who joined the agency's account service department. Lefton handles Seeman Bros., which bought Seabrook last November.

P. O. Adopting Size Standards for Mail Pieces

WASHINGTON, Jan 27—New standard sizes for envelopes, cards and self-mailers to be adopted by the Post Office this weekend involve a major concession to users. Proposals circulated earlier sought to make "full sealing" compulsory. The final version, effective Jan. 1, 1963, merely recommends "full sealing." To achieve maximum use of mail handling machines, the rules fix a 3x4" minimum size and recommend a minimum width-length ratio of 1.414.

(Additional News Flashes on Page 89)

Interpublic Enters Japan, Establishes McC-E–Hakuhodo

Joint Shop Separate from Hakuhodo, Japan's Oldest Shop, Billing $30,000,000

NEW YORK, Jan. 27—McCann-Erickson's long-expected entrance into Japan was announced today. The McCann unit at Interpublic Inc. has joined forces with Hakuhodo Inc. to form a new Tokyo-headquartered agency—McCann-Erickson-Hakuhodo.

Hakuhodo, which billed about $30,000,000 in 1960, will continue to function as before. It is Japan's second largest agency.

The new agency, McCann-Erickson-Hakuhodo, will offer Japanese services to clients of McCann and international services to the Japanese clients of Hakuhodo.

McCann and Hakuhodo are joint owners of the new agency, but it is understood that McCann holds the majority interest. Hirochika Seki, executive director of Hakuhodo, will be a director of the new agency. Sylvester L. (Pat) Weaver, chairman of McCann-Erickson Corp. (International), will get a seat on the board of Hakuhodo. Mr. Weaver was in Tokyo today for the formal announcement.

■ Arthur Grimes, Australian-based exec vp of McCann-Erickson Corp. (International), will be a director of McCann-Hakuhodo. The deal with Hakuhodo was set after

(Continued on Page 92)

Ruppert Clears Finance Hurdles; Ready for Action

Brewer Eludes Kratter Purchase, Sees Hopeful Sales Clue in Bay State

NEW YORK, Jan. 26—Jacob Ruppert, saved from the wrecking crews last week through the collapse of Kratter Corp.'s attempt to acquire control, announced today that it is going ahead with a full ad schedule for 1961.

Ruppert—which lost $2,700,000 in the first ten months of 1960—came close to liquidation last week, and it seemed that Madison Ave. had lost a $2,000,000 advertiser. But Kratter's unwillingness to pay about $4,000,000 in severance pay to the brewer's employes saved the company.

However, Ruppert's troubles weren't over. It still had to satisfy its creditors, principally two New York banks, which held past-due notes for $2,000,000. Now, ADVERTISING AGE was told today, Ruppert has met the notes "with hard cash" and plans to go "full speed ahead" with 1961 marketing plans.

Ruppert officials predicted that if sales and profit trends brought about by some drastic streamlining of operations continue, the company will be operating in the black before the end of 1961.

In particular, Ruppert was optimistic about the Massachusetts market, where its beer ranks first in sales by more than 2,325,000 cases over its nearest competitor.

▪ According to Louis A. DeCesare, vp and director of marketing, "In November, 1960, while industry sales were running only 7½% ahead of the previous year, our Massachusetts sales exceeded those of the previous year by 14%."

In line with the emphasis on the Bay State market, Ruppert's 1961 ad campaign calls for the investment of 30% more money than last year in that area. Certain other (unnamed) markets have been cut back to achieve this, but the overall ad investment will remain the same.

According to Maurice Atkinson,

(Continued on Page 90)

Sol Abrams, General Manager of Schlitz, Will Retire Jan. 31

MILWAUKEE, Jan. 24—Sol E. Abrams, 87, vp and general manager of Jos. Schlitz Brewing Co., will retire Jan. 31 after more than 69 years' service with the brewer.

Mr. Abrams has long been noted as the dean of the brewing industry and one of the men most responsible for building Schlitz into the second largest brewer in the U. S.

He joined Schlitz in 1891 as a $4 a week office boy at the age of 17. After several promotions, Mr. Abrams was named general manager in charge of advertising and sales in 1920.

▪ He was named secretary of Schlitz in 1925 and was promoted to his present position in 1933. He rated as the second most powerful man at the brewery, ranking only behind E. C. Uihlein, president.

Although concerned primarily with top management decisions for the past 27 years, Mr. Abrams maintained an active interest in Schlitz's advertising and marketing strategies. His duties as general manager reportedly will be absorbed by E. C. Uihlein and Robert A. Uihlein Jr., exec vp, ADVERTISING AGE learned. #

Agencies Hit Daily on 'Use N. J. Agencies Only' Promotion

NEW YORK, Jan. 26—The League of Advertising Agencies has "vigorously denounced" the *Newark Star-Ledger* for a recent promotional piece advocating the idea that New Jersey advertisers should hire only Jersey ad agencies.

In a letter addressed to S. I. Newhouse, publisher of the daily, the agency group's president, Nat Kameny, blasted the newspaper for taking its "inflammatory chauvinistic stand."

"It seems difficult," Mr. Kameny said, "to imagine how a paper with the stature of the *Ledger* can promote so narrow a premise for agency qualification and selection. Certainly, it cannot be the *Ledger's* position that only New Jersey products be consumed by the New Jersey resident." Mr. Kameny concluded his letter by asking Mr. Newhouse "to refute and reverse" the promotional message.

▪ Meantime, S. I. Newhouse Jr., an editor of the daily, said the mailing piece was "completely inept" and "obviously didn't represent the thinking of the *Star-Ledger.*" He said it was prepared by a reporter on the daily and hadn't been cleared with the newspaper's top management.

The promotional piece, put out in connection with the daily's annual industry and commerce issue, suggested that "New Jersey business generally should consider the many advantages of having New Jersey ad shops handle New Jersey business advertising." #

Parker, Eversharp Integrate Sales Departments

The sales forces of Parker Pen Co., Janesville, Wis., and Eversharp Pen Co., a Parker division, have been integrated. William C. Cummings, general manager of Eversharp, said the move is the last of a series of steps to make Eversharp an integral part of the operation.

Parker bought Eversharp Pen from Eversharp Inc. in 1958.

Griffin Elected Group Chairman

Robert E. Griffin, account executive of Harold Cabot Advertising, has been elected chairman of region one of the Public Utilities Advertising Assn. He will direct the activities of the association in the area stretching from eastern Canada and New England.

ROBERTSON, BUCKLEY & GOTSCH, INC.
MOVING

Robertson Swan Gotsch

FRIENDLY PARTING—*Scott Robertson, president, and Jack Swan, vp and secretary of the newly organized Robertson Advertising, Chicago, say good-bye to Clare M. Gotsch, who is leaving the agency to reestablish his own shop, C. M. Gotsch Advertising.*

Splitup Creates Separate Gotsch, Robertson Shops

CHICAGO, Jan. 24—Robertson, Buckley & Gotsch will be reorganized and will change its name on Feb. 1 to Robertson Advertising Inc. On the same date, Clarence M. Gotsch, vp and secretary of the agency, will reestablish his own agency, C. M. Gotsch Advertising, with offices at 221 N. La Salle St.

Scott Robertson will continue as president and G. Bob Greene as vp of Robertson Advertising. John H. Swan succeeds Mr. Gotsch as vp and secretary. The Robertson agency will have estimated billings this year of $1,000,000 and will service such accounts as Binks Mfg. Co., A. C. Nielsen Co., Elgin National Watch Co.'s trade material division, W. S. Dickey Mfg. Co., Clay Products Assn., Wirebound Box Manufacturers Assn., Fastener Corp. and B. H. Bunn Co.

The Robertson agency, which will maintain its offices at 108 N. State St., also announced that Edmund Doles has joined the agency as copy chief and Richard F. Johnson has been hired as an account executive. Mr. Doles formerly was an advertising and sales promotion specialist with General Electric; Mr. Johnson previously worked for Needham, Louis & Brorby.

▪ Mr. Gotsch will open his agency with ten accounts (billings estimated at $250,000), nine of which moved with him from Robertson. The accounts include Chicago Blower Corp., Crossley Associates, Electro Products Laboratories, Erdco Engineering Corp., Ferguson-Hanks Corp., Johnson Spring Cushion Co., Refrigeration Appliance Inc., Wunderlich Spring Machinery Co., Columbia Envelope Co. and Plibrico Co., which formerly was handled by Caldwell Advertising.

The Robertson agency was founded as Homer J. Buckley & Associates in May, 1945. The agency became Robertson, Buckley & Gotsch in February, 1953, when Clarence M. Gotsch & Associates was merged with it.

"The eight-year marriage of the firms is being terminated amicably and in the best interest of all parties concerned," Messrs. Robertson and Gotsch said. "We believe that this move will allow us to expand independently in directions which tie in closely with our individual interests." #

Leon Adds Two Accounts

S. R. Leon Co., New York, has been named to handle advertising for Originit Fabrics, New York producer of laminated knit fabrics for the apparel trade, and for Exmoor Knitwear Co., New York, manufacturer of women's sweaters.

Highlights of This Week's Issue

Gillette Safety Razor Co. will invest an additional $2,700,000 in television in the first half of 1961 in eight entertainment shows .... Page 4

Cahners Publishing Co. acquires Rogers Publishing Co., Englewood, Colo., subject to approval by the Rogers and Cahners boards of directors .... Page 6

Jack W. Minor, former director of marketing of Chrysler Corp.'s Plymouth-De Soto-Valiant division, files suit against Chrysler and L. L. Colbert, Chrysler president and board chairman, asking $200,000 in damages which he charges he suffered as the result of his forced resignation last year .... Page 8

Waukesha Springs Brew Co. perfects a beer concentrate which is alcohol-free, and in which the yeast has been rendered inert .... Page 20

St. Louis Post-Dispatch reports the number of Chicago agencies increased by two in 1960 .... Page 28

Federal Communications Commission tentatively decides to grant the pay tv test in Hartford .... Page 34

Carib-Ocho Rios Corp. invests about $7,000 in two months in a small-space campaign which offers a free week's stay in its new cooperative apartment development, the Carib-Ocho Rios Sea Country Club, if the visitor is seriously interested in buying an apartment .... Page 38

Harold A. Edlund, marketing vp of Butler Mfg. Co., tells of the marketing mistakes made by Butler and the measures the company has taken to correct them .... Page 44

Fairfax Cone, chairman of the executive commitee of Foote, Cone & Belding, says the "magazine" plan would solve television problems .... Page 46

American Tobacco Co., in connection with its current selling theme, "Remember how great cigarets used to taste? Luckies still do," is offering a "Remember How Great" LP album for $1 plus ten empty Lucky Strike packs .... Page 49

Advertising Federation of America and the Advertising Assn. of the West prepare to launch the first continuing campaign to sell advertising as a dynamic force in the nation's economy .... Page 54

Roger W. LeGrand, formerly vp and director of the radio-tv department of Cramer-Krasselt Co., Milwaukee, joins Storer Broadcasting Co. as manager of its Milwaukee station, WITI-TV .... Page 56

Industrial Distribution survey reveals U.S. industrial distributors spent an average of 0.4% of gross sales on advertising and sales last year .... Page 61

Majority of Chicago market researchers feel that motivation research is oversold and probably not contributing nearly as much as is suggested by its practitioners .... Page 64

Civil Aeronautics Board orders United States Overseas Airlines to stop advertising pressurized DC-6 service when in an "extremely large percentage" of cases the service is via a non-pressurized DC-4 .... Page 68

Cigar Institute of America sets a $300,000 advertising campaign designed to get young men to "Wear a cigar" .... Page 96

FIGURES TO FILE

Top Ten Newspapers in Total Advertising Linage in 1960 .... Page 10
TV Sets in Europe & U. S. .... Page 24
Radio Listening, Summer 1960 .... Page 28
Farm Publication Linage .... Page 66
Network TV Gross Time Billings .... Page 88

REGULAR FEATURES

Advertising Market Place 94
Agencies Ask Us 82
Along Media Path 34
Coming Conventions 40
Creative Man's Corner 78
Editorials 16
Farm Publications Linage 66
Getting Personal 30
Information for Advertisers 38
McMahan on TV 84
Obituaries 12, 60, 93
On the Merchandising Front 80
Peeled Eye Dept. 82
Photographic Review 58
Production Tips 86
Rough Proofs 16
This Week in Washington 50
Voice of the Advertiser 72
What They're Saying 16

Scripto Unveils Ball Point Pen With New Tilt

NEW YORK, Jan. 25—Scripto Inc. is introducing a $1.98 tilt-tip ballpoint pen next month with a 13-week campaign in the North Central region of the U. S.

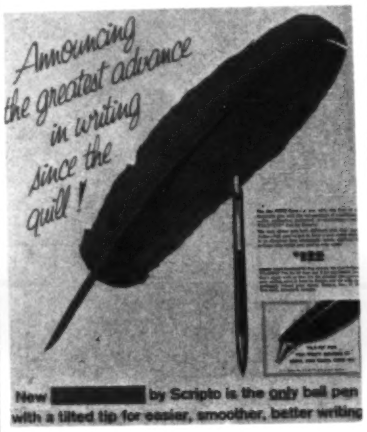
Some $500,000 will be spent on the introductory program, according to Scripto's president James V. Carmichael. On the schedule are Sunday supplement color pages and television spots in 17 markets including Chicago, Omaha, and Pittsburgh—an area embracing about 25% of the pen market. "Announcing the greatest advance in writing since the quill," is the opening headline.

An extensive dealer aids and a small co-op advertising program are also planned. Donahue & Coe is the Scripto agency.

▪ The tilt-tip pen has an off-center ballpoint which turns down at a ten degree angle, thereby giving the ballpoint certain writing characteristics of a fountain pen point.

If the kick-off program beginning April 9 is successful, Scripto may go national with the new pen by mid-year.

Mr. Carmichael commented this week that "it is no secret that the ball pen industry has been in the doldrums for the last two years," and excess production has driven the average unit price at the manufacturer's level from 33¢ in 1953 to 10.8¢ in 1959 and probably near 7¢ in 1960.


Announcing the greatest advance in writing since the quill!
New [redacted] by Scripto is the only ball pen with a tilted tip for easier, smoother, better writing

TILT-TIP—*This is the three-color page Scripto will use in newspaper supplements to introduce its new tilt-tip penpoint.*

"There is little glory and less profit in continuing to intensify advertising and selling efforts and enlarge advertising dollar expenditures in an effort to get more and more of a share of this declining-unit-price market which has become less and less profitable," he said.

▪ Mr. Carmichael said the new Scripto, in research for two years, is the kind of product for which the consumer will pay a reasonable, profit-making price.

Mr. Carmichael said the tilt-tip is "Scripto's answer to a static market" and it is not being sold "because it writes under water or through butter.

"We are offering the pen because it writes on paper with a greater ease, smoothness, clarity and comfort than any other pen offered to the American consumer." #

Shartzer Gets New Post

The *Arizona Daily Sun*, Flagstaff, has appointed Clarence L. Shartzer business manager. Mr. Shartzer was formerly advertising manager.

Pabst Price Cuts Mean End of Premium Status

Brewer Cuts Prices in New York Market, Four Southern States

CHICAGO, Jan. 24—Is Pabst Blue Ribbon beer ending its career as a premium beer?

Judging from developments this week, the answer would have to be a qualified yes. Pabst yesterday took the first step toward the lower-price class when it slashed the ticket on Blue Ribbon in the New York metropolitan area and in at least seven southeastern states to the same level as the strong regional brands.

Just how extensive the price cutting will be or how long it will last could not be determined at this time. Pabst officials refused to comment on the move. Draft beer and returnable bottles reportedly are not included in the price cuts.

Pabst presumably will be competing with its own regional beer —Blatz—although Blatz reportedly has slight distribution on the East Coast. Advertising announcing the new prices will start in the affected areas in February.

■ New York reportedly is being used as a kind of a test market to see how the lower prices affect volume. Instead of shipping as far south as Virginia, Pabst reportedly will concentrate all of its production in its New York plant, and probably will attain capacity production there.

Pabst has other plants in Milwaukee, Peoria and Los Angeles, and these plants apparently will provide the "outside" shipments previously done from New York.

In New York, Pabst has reduced the price of a case of 12 oz. nonreturnable bottles from $3.86 to $2.91. A case of 12 oz. Blue Ribbon cans has been cut from $4.10 to $3.50. Six-packs will now retail at $1.05, as against the old price of $1.25.

The reduced price scale in New York will place Blue Ribbon at the same level as the top New York regional brands—Piel, Ballantine, Rheingold, Ruppert and Schaeffer.

■ In Miami, Pabst has chopped the price of its Blue Ribbon quarts from 53¢ to 43¢ and six-packs from $1.15 to 99¢.

Blue Ribbon has been one of four members of the U.S. premium beer club. The others are Budweiser, Schlitz and Miller. #

Y&R Advances Five: Brinkerhoff Resigns

Robert Brinkerhoff has resigned from Young & Rubicam, New York, as a vp and account supervisor. He will announce his plans in a week. Mr. Brinkerhoff, who joined Y&R in 1947, had been vp and manager of the Chicago office from 1957 until June, 1960, when he returned to the New York office.

Y&R has announced that A. O. Buckingham, in London for the past nine years, is returning to the New York office as a senior vp and member of the plans board. Mr. Buckingham headed the British office as managing director until July, when he was succeeded by James P. Wilkerson from the New York office. Y&R also has named K. (Haps) Kemper III, an account executive, a vp and account supervisor and James C. Armstrong, an account supervisor, a vp. William Richardson and R. Allan Gardner have been promoted from account executives to account supervisors.

MORTON SALT
WHEN IT RAINS IT POURS

GO WITH—*Morton Salt Co., Chicago, will feature eight related grocery items in its advertising in 1961. This outdoor poster will tie in with Easter eggs starting March 10 and running through April in 634 markets. At the same time grapefruit will be featured in nine magazines. Other tie-ins will follow during the year. Needham, Louis & Brorby is the agency.*

'Too Successful'? . . .

Hazards of TV Tape Production Cited as CBS-TV Drops Commercial Unit

CBS Unit Has Been No. 1 in Field, with 45% of N.Y. Business

NEW YORK, Jan. 26—Tape may be the newest miracle of electronics, but it seems clear that the economic problems of this form of television are still far from licked. This is particularly true from the standpoint of businesses devoted solely to turning out taped commercials and programs.

The whole industry was surprised last week when CBS, generally conceded to be the No. 1 tape production outfit, withdrew from competition in this area. As of Jan. 30, CBS Television Production Sales, which handled an estimated $5,000,000 worth of tape production work in 1960, will go out of existence as a separate unit. Whenever possible, the network will continue to do tape commercial assignments for its clients, working through the live operations department.

■ There have been earlier signs of the economic hazards of tape production. The withdrawal of Elliot, Unger & Elliot last May left no New York film producer in the tape battle. This company, which pulled out because of union difficulties, space shortages, agency preference for film and network competition in tape, sold its machines to General Television Network, which opened new studios here last August. Filmways, another big film outfit, sold its tape equipment in 1959 after losing

(Continued on Page 90)

Political Job Costs Seattle Publisher an $8,000 Client

SEATTLE, Jan. 25—When John Haydon, publisher of the weekly *Marine Digest*, ran for office as a commissioner for the Port of Seattle, he knew he was undertaking a public service, but he did not realize just how much it would be costing him. But he has begun to find out since his election last November.

To start with, the salary was cut to $1 a year. That was all right; the reduction was part of a reform program for which Mr. Haydon campaigned.

But soon after taking office, Mr. Haydon deemed it prudent to determine whether there might be a conflict of interest if the *Marine Digest* should continue to carry advertising from the Port of Seattle. He put the question to the state attorney general, John J. O'Connell. Mr. O'Connell said he felt that a conflict did exist.

■ Mr. Haydon then decided to continue to carry the Port's advertising, but to make no charge for it. During his six-year term of office Mr. Haydon calculates that he will be losing more than $8,000 in revenue from the Port. #

'Chicago Tribune,' 'American' Adopt C-I-D Discounts

Publisher Still Says 'No Combination Rate'; Discounts Start March 1

CHICAGO, Jan. 26—The *Chicago Tribune* and *Chicago's American*, which is owned by the Tribune Co., both jumped on the Continuity-Impact-Discount plan bandwagon this week by adopting discount plans for national advertisers.

In addition to announcing the new C-I-D plans, the *Tribune* boosted its previous maximum page frequency discount, and the *American* increased all discounts in its previous bulk and page frequency discount plans. The new rates for both dailies become effective March 1.

The *Tribune's* C-I-D plan ranges from a discount of 13% for an advertiser who runs a minimum of 300 lines of advertising each week for a minimum of 12 weeks during a 13-week contract period to 22% for advertisers who run a minimum of 1,500 lines weekly for 48 weeks in a 52-week schedule.

■ The *Tribune's* discounts are higher than those offered by the *Louisville Courier-Journal* and *Times*, which originated the C-I-D plan some 16 months ago (AA, Sept. 14, '59). The discounts offered by the Louisville dailies currently range from 12% to 17%.

Other than increasing its maximum discount for page frequency from 24% to 26%, the *Tribune* made no changes in this discount plan or its bulk discount program. An advertiser can earn the 26% discount by running 50 full pages of advertising over a year.

A pioneer in discounts for national advertisers, the *Tribune* first introduced its bulk discount plan in 1906. Its present bulk discount program was adopted in 1956.

■ The new discounts adopted by

(Continued on Page 10)

'60 Lineup Shows TV Still Pulling New Users

50 Companies, Brands —From Metrecal to Kiwi— Entered Medium, AA Finds

NEW YORK, Jan. 26—Anybody who thinks television is long past the pioneering stage in its new business development should take a look at the long list of names that appear on network tv logs for the first time in 1960. Unless industry records have gone awry, there were nearly 50 such companies and products.

These latecomers ranged from well known holdouts, such as U.S. Borax & Chemical Co., to regional spenders such as auto dealers, to new products such as Metrecal, to little known outfits like Union Wadding, a maker of Jiffy planters.

NBC

National Broadcasting Co. was tops in terms of attracting new spenders to the field. As always, flexibility and a relatively modest price tag made Jack Paar and Dave Garroway effective lures for companies which otherwise might have felt that network tv was too rich for them. The conventions and election coverage also brought in some fresh money.

Among the companies with products which were not obvious from the company names, making their network debut in the year were: Adams Corp., a snack food marketer, not to be confused with the

(Continued on Page 48)

McKesson Sets Yule (!) Drive

NEW YORK, Jan. 26—McKesson & Robbins Inc. will use "hi-fi" newspaper color advertising as the backbone of its 1961 Christmas drug store promotion.

At a meeting for drug executives today, held in conjunction with the Bureau of Advertising, American Newspaper Publishers Assn., the drug wholesaler announced that color pages will run in 119 newspapers located in 90 markets, plus a b&w half-page giving dealer listings of participating druggists.

■ Participating druggists will also receive a merchandising manual, an animated display, counter cards and other point of sale pieces, plus a self-liquidating premium, an RCA music record. Direct mail will also be used by the druggists for this annual promotion.

H. H. Henly Jr., exec vp of the drug division, told the executives that discounters, closed-door or membership department stores, hospital pharmacies, chain druggists and supermarkets "are all chipping away at the share of market earned by the independent druggist."

■ He said that improved promotion, merchandising and store layout is the best way to compete, as well as the ability to relocate when necessary. #

Two Canadian Oil Companies Shift Their Accounts

Cities Service Goes to Thornton Purkis; North Star to Ogilvy, Benson

TORONTO, Jan. 24—Two oil companies—one located in eastern Canada, the other in the west—today shifted their advertising accounts to new agencies.

Cities Service Oil Co. Ltd., Toronto, lodged its account at Thornton Purkis Ltd. It had been at E. W. Reynolds Ltd.

And North Star Oil Ltd., Winnipeg, an affiliate of Shell, moved its account from McConnell, Eastman & Co. to Ogilvy, Benson & Mather.

The Cities Service account, which last year billed about $200,000 but this year is expected to bill more than $400,000, was with Reynolds before Reynolds merged with Ronalds to form Ronalds-Reynolds.

■ Since Ronalds had the Texaco account in Canada, which involves substantially more than the Cities Service business, Cities Service had to look for a new home.

In picking Thornton Purkis, however, Cities Service renewed

(Continued on Page 92)

Edwin F. Thayer

Thayer Named 'IM' Publisher; Barnett, Packard Shifted

CHICAGO, Jan. 26—Edwin F. Thayer, who was eastern manager of Advertising Publications Inc. from 1937 to 1943, will rejoin API Feb. 6 as publisher of *Industrial Marketing*. He will make his headquarters in Chicago.

Mr. Thayer left Advertising Publications to become president and publisher of *Tide*, and subsequently was business manager of *Quick*, which was published by Cowles Magazines. Since 1954 he has been vp and advertising director of *Oil Daily*, Chicago.

John F. Barnett, with Advertising Publications since 1956, first as manager of sales and service on *Advertising Requirements*, and for the past four years on the sales staff of ADVERTISING AGE, has been named assistant business manager of the publishing company.

John Barnett

Murray Packard

Murray Packard, on the sales staff of *Industrial Marketing* since 1954, and most recently sales development manager of that publication, has been transferred to the sales staff of ADVERTISING AGE but will continue to service some *Industrial Marketing* accounts. #

Gillette Invests $2,700,000 Extra in Non-Sports TV

BOSTON, Jan. 26—Gillette Safety Razor Co., biggest booster of sports on television, will invest an additional $2,700,000 in the medium in the first half of 1961 in eight entertainment shows.

The company still is making its strongest bid for the male audience, having selected shows with masculine appeal, including westerns and adventure and private eye series. The shows which will carry 106 one-minute Gillette ads are "Michael Shayne," "The Outlaws" and "Laramie" on NBC; "Roaring 20s," "Stagecoach" and "The Islanders" on ABC; and newcomers "The Americans" on NBC and "Gunslingers" on CBS. Sponsorship began this week and will continue through Father's Day.

■ With half of these shows on NBC, Gillette obviously has forgiven that network for dropping the Friday night fights last year. When NBC discontinued the boxing events because of poor ratings, Gillette bought a fight series on ABC.

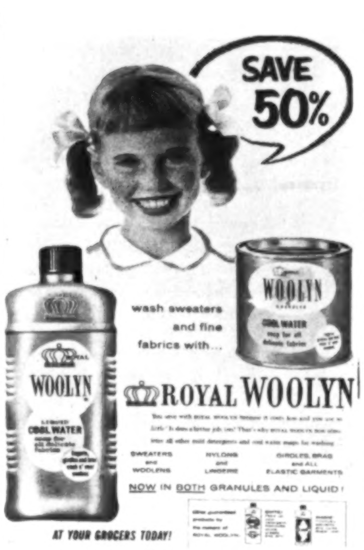
Gillette still feels that sports shows attract the greatest number of males at the lowest cost, but there just aren't enough top sports events around during the first half of the year.

Gillette will not be sponsoring the baseball "Game of the Week" on ABC this year. The network will replace this with a broader sports offering which might include rodeos, track meets and other athletic events of the season. The weekly telecast will include live, taped or filmed events and will continue through the summer. It is understood that Gillette probably will not be interested in sponsorship of the new show.

■ One of the biggest problems the razor maker faced in backing non-sports programming was in adapting the Gillette commercials. It has been Gillette's practice to limit tv ads to 54 seconds for ease in use during the minute breaks between boxing rounds and intermissions in other sports shows.

With little advance notice, Maxon Inc., Gillette's agency, had to stretch these commercials to comply with network rules. A five-second tag for Right Guard deodorant was placed on all commercials for razors, blades and shaving creams. The Right Guard ads were tagged with a five-second sell for Foamy, Gillette's aerosol shaving cream. Although made for men, Right Guard sales to women have been mounting.

■ Gillette co-sponsors "Fight of the Week" and the 15-minute "Make That Spare" which follows the fights Saturday nights on ABC. The second half of the year brings a heavy schedule of sporting events, such as the World Series, All Star baseball games, National Collegiate Athletic Assn. football games and year-end gridiron specials. #


SAVE 50%
wash sweaters and fine fabrics with...
WOOLYN
COOL WATER
ROYAL WOOLYN
SWEATERS and WOOLENS
NYLONS and LINGERIE
GIRDLES, BRAS and ALL ELASTIC GARMENTS
NOW IN BOTH GRANULES AND LIQUID!
AT YOUR GROCERS TODAY!

NEW MEDIUM—*Royal Woolyn's new campaign is breaking in about 15 dailies with this two-color, 1,000-line ad.*

Print Media Added to TV in '61 Drive for Royal Woolyn

LOS ANGELES, Jan. 24—For the first time, magazines and newspapers will share with tv the 1961 advertising budget for Royal Woolyn, a cool water soap marketed regionally by the consumer products division of Calusa Chemical Co. The shares allocated to print and air media will be approximately equal. The company did not disclose the amount of its ad budget.

Two-color pages have been scheduled for the western editions of *Good Housekeeping*, *McCall's* and *Reader's Digest* in February or March issues. Two-color newspaper and b&w Sunday roto ads will appear in major western and midwestern metropolitan areas, along with b&w insertions in community papers. Tv, which has carried the advertising ball for the product during the past several years, will continue on a market-by-market saturation spot basis. One-minute filmed commercials will be used in 20 cities.

Royal Woolyn spent about $400,000 last year in the 11 western states, Minnesota and Texas. New markets for 1961 include Alaska, Hawaii, New Mexico and Wisconsin. Wade Advertising, Los Angeles, handles the account. #

Popular Science Co. Names Whiting Exec VP; Boosts 4

John Whiting has resigned as publisher of *Flower Grower* to join Popular Science Publishing Co., New York, as exec vp, a new title. At the same time, the company announced that Lee P. Adams and Stuart Bernard, ad directors of *Popular Science Monthly* and *Outdoor Life*, respectively, have been named vps.

John Whiting

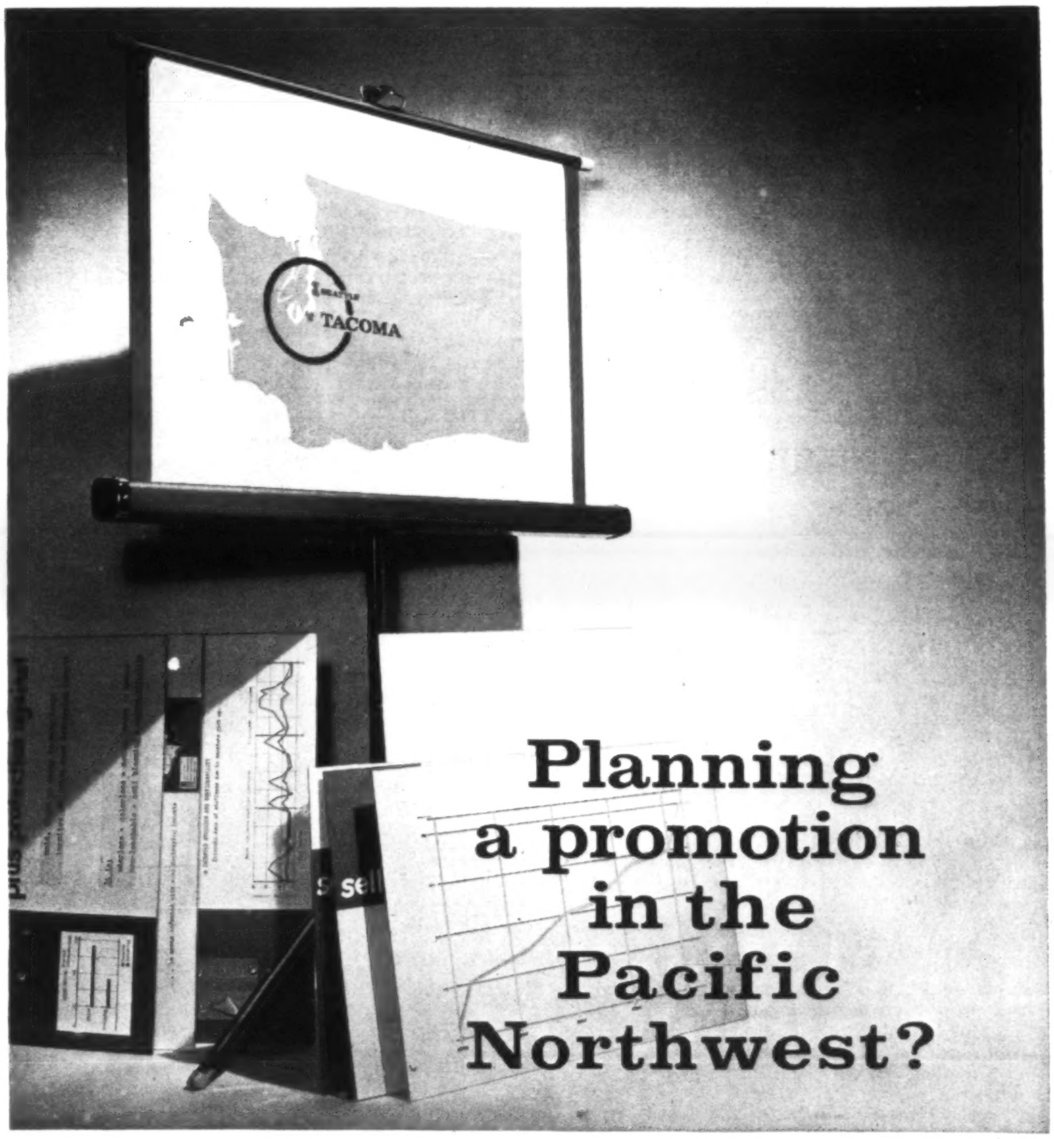
Appointed directors of the company, in addition to Mr. Whiting, were William E. Rae, editor of *Outdoor Life*, and Eugene Watson, vp in charge of the company's magazine circulation and book operations.

NBC, Chicago, Names Campbell

Chet Campbell has been named advertising and promotion manager of WMAQ and WNBQ, NBC radio and tv outlets in Chicago, succeeding John M. Keys, who becomes manager of WMAQ. Mr. Campbell, formerly publicity manager of the stations, will have responsibility for advertising, promotion and publicity. Mr. Keys succeeds William Decker, who was named general manager of KNBC, San Francisco.

WBTV Promotes Jorgenson

Wallace J. Jorgenson, assistant managing director and top sales executive of WBTV, Charlotte, N. C., has been promoted to managing director of the tv station. He succeeds Kenneth I. Treadwell Jr., who resigned to join Wachovia Bank & Trust Co. as vp in charge of advertising.



THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time*. When distribution and merchandising is set in *both* metro areas, the advertising breaks.

SEATTLE
TACOMA

Unless it breaks *in Tacoma at the same time*, a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

A NEW BABY IS SIZZLING HOT!

Fires the whole family into roaring action; sets off a powerful, driving demand for almost anything.

GIFT-PAX will distribute samples of non-competing baby and family products to 3,200,000 new mothers in the United States alone, many thousands in Canada and the United Kingdom — right at the bedside when the impact is greatest.

Gift-Pax®

CONTROLLED PRODUCT SAMPLING to NEW MOTHERS IN HOSPITALS

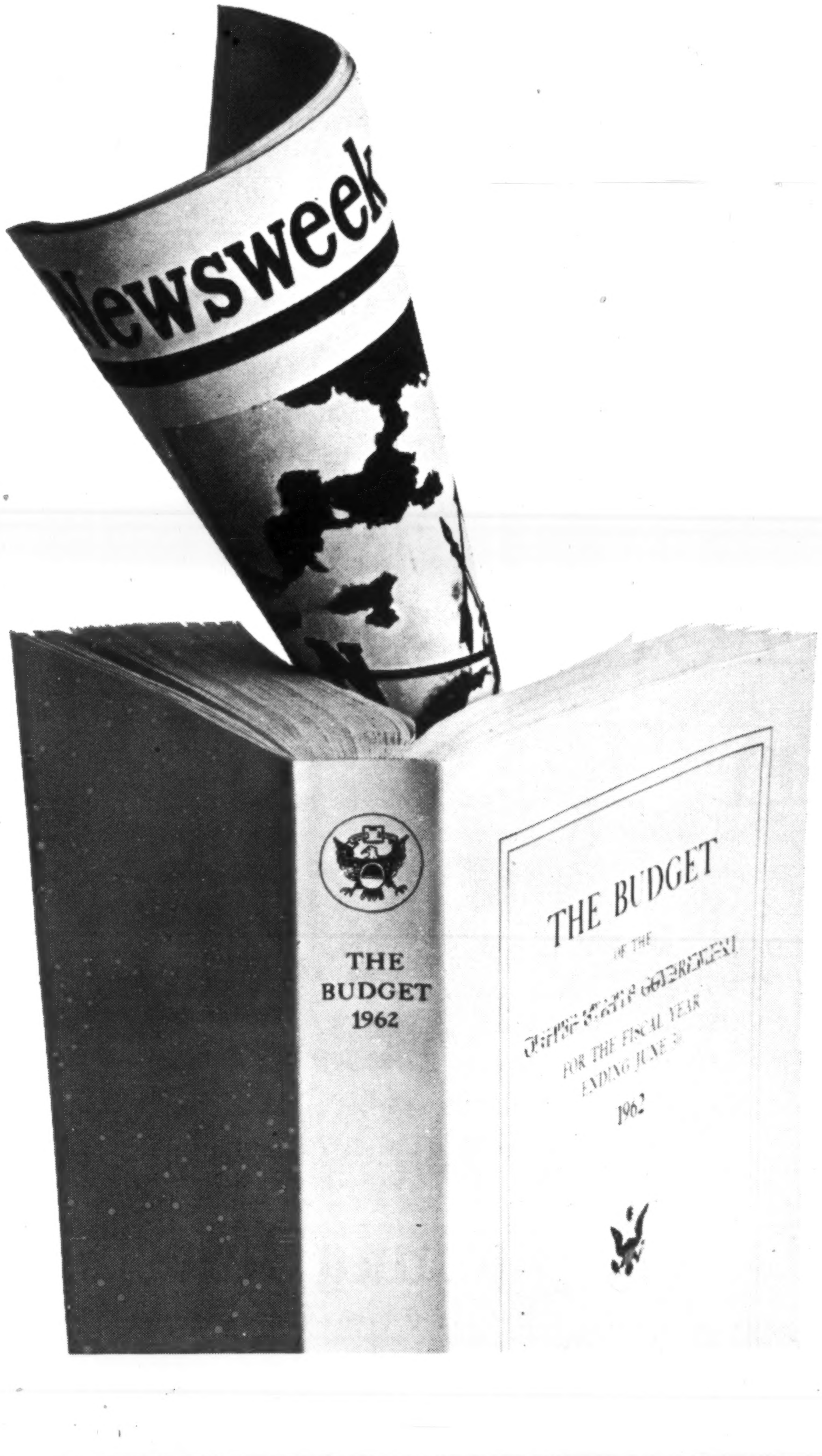
Let us tell you how your product can be included in this group, without waste and at low cost. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States Canada United Kingdom

Newsweek is read by more government purchasing agents than any other newsweekly

Government in the U. S.—Federal, State and Local—is the world's largest consumer. In 1959, government spent *67 billion dollars* on goods and services. To make sound decisions, government purchasing officials need *all* the facts . . . facts presented fairly and clearly — as only Newsweek presents them. Small wonder that, according to a recent survey by Walter Gerson and Associates, more government purchasing agents read Newsweek than any other newsweekly.

. . . ahead of the news, behind the headlines . . . for people at the top


Newsweek
THE BUDGET 1962
THE BUDGET
OF THE
FOR THE FISCAL YEAR
ENDING JUNE 30
1962

Georgia Distiller Aims to Cover Corn Likker Market Like the (Mountain) Dew

ALBANY, GA., Jan. 24—Do you yearn for corn likker, made in a dandy little still, stashed away in the pine barrens of the South?

If so, suh and ma'am, you may shortly have your yearning satisfied. Viking Distillery's subsidiary, Johnson Distilling, of Albany, is introducing Georgia Moon, a 90 proof, 30-day-old corn whisky, tastefully bottled in a glass jar from Knox Glass, which looks about as much like the Mason-type jar of illicit vintage as it possibly can.

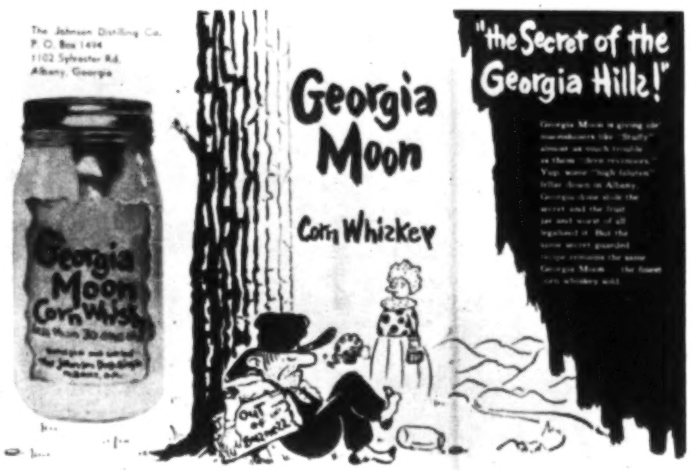
Georgia Moon has been on the market for several months, in a long-neck bottle. The glass jar is new, and required approval of the state liquor authority and the federal revenooers. The whisky is supposed to be available in 32 states shortly.

It is also on sale in Georgia, in the 30-odd wet counties—a state where illegal liquor sales are supposed to be two and one-half times as numerous as legal sales.

The distillery—the only legal distillery in Georgia—has some hope of preempting the corn market. It takes the view that Kentucky has preempted bourbon, and Tennessee sour mash; what they have done for these beverage varieties, Viking and Georgia hope to do for corn.

■ The whisky will be sold in a carton, a b&w box with hillbilly drawings, and containing—along with the jar of white lightning—a recipe booklet, done in Snuffy Smith-style drawings and prose.

The advertising will be minimal. It is hoped that a cooperative campaign with Knox Glass, and some cooperative advertising with distributors (in states where it is permitted) will appear. Otherwise, some advertising is planned for liquor business papers.



CORN SQUEEZINS—*These are three sides of the Georgia Moon package. The fourth panel repeats the second one above.*

But the publicity on the product has been generous (Ed. note: Sho' nuff), and the company says it has so far sold 15,000 cases. Viking sales moved from $700,000 to $8,000,000 between 1957 and 1960.

The agency is Ramsdell Inc., Atlanta. #

Buy of Rogers Brings Cahners Roster to 19

Publisher Also Adds Rogers' Technical Services Division

BOSTON, Jan. 25—Cahners Publishing Co. has acquired Rogers Publishing Co., Englewood, Colo., subject to approval by both the Rogers and Cahners boards (AA, Jan. 23). The purchase price was not disclosed.

The transaction will add three Rogers publications—and the company's technical services division—to Cahners' 19 publications.

President Norman L. Cahners said, "The Rogers acquisition does not alter our policy of being available to discuss further growth."

The three Rogers publications which join the Cahners group include *Design News*, *Electrical Design News* and *Electrical/Electronic Procurement*. They have a combined circulation of 103,000. Rogers will add $4,500,000 to Cahners' present billings of $7,400,000, it was said.

Rogers Publishing will become a subsidiary of Cahners and remain at its present headquarters, while Thomas A. Rogers, president, will continue as a director, in addition to being a consultant with Cahners. The staff of 235 will be retained in their present positions.

■ The acquisition follows a pattern of expansion started five years ago with Cahners' purchase of *Metalworking*. In October, 1959, Cahners acquired Industrial Publications Inc., Chicago, a purchase which involved "in excess" of $4,000,000. It did not affect personnel or publishing operations, and Maurice P. Driscoll, president of IPI, retained his title.

At the time, Mr. Cahners said that "the consolidation of business paper properties has become almost a 'must' for industrial publishers."

Commenting on the Rogers purchase Mr. Cahners said: "We believe in acquiring companies that have reached a high standard of performance based on sound management. There is no sense in merging just for the sake of merger.

"One of the most promising assets" of the acquisition was Rogers' technical services division, which produces VSMF (Vendor Specs Micro File) microfilm catalog files, reportedly the world's largest single source of indexed product data. The system is widely used in the aerospace industry, and it is expected to be extended to the communications and automotive fields. #

GM Division Plans Drive

The defense systems division of General Motors Corp., Detroit, will use advertising in business and technical magazines to describe technical and scientific capabilities available to the government. The division, established in November, 1959, does no manufacturing, but is composed mainly of scientists and engineers engaged in research and development of advanced military and air travel. Magazines on the schedule include *Airforce & Space Digest*, *Fortune*, *Missiles & Rockets*, *Scientific American*, *Time* and *U.S. Naval Institute Proceedings*.

The Dallas News has the largest daily circulation in Texas!

DALLAS MORNING NEWS... 220,066
HOUSTON POST.............218,013
HOUSTON CHRONICLE......205,824
DALLAS TIMES HERALD.......190,364

News & Post—6-day averages
Chronicle & Herald—5-day averages

*Publisher's Statements, Sept. 30, 1960

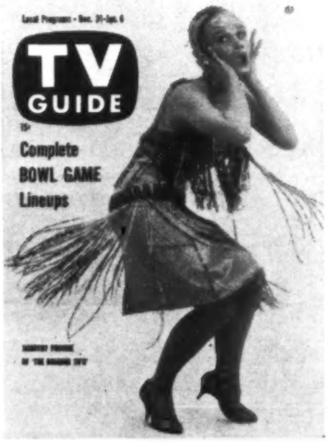
The Dallas Morning News

CRESMER & WOODWARD, INC. • National Representative
THE LEONARD CO. Florida Travel Representative

With the December 31 issue, TV Guide roared to a new all-time weekly circulation record: 7,671,704.

Advertising revenue for 1960 rose 12% over 1959 for a new all-time high.

Advertising now booked for 1961 is 28% greater than the same period last year . . . another all-time high.


Local Programs • Dec. 31-Jan. 6
TV GUIDE
15¢
Complete BOWL GAME Lineups

Jack Minor Files $200,000 Suit Against Chrysler

DETROIT, Jan. 24—Jack W. Minor, former director of marketing of Chrysler Corp.'s Plymouth-De Soto-Valiant division, yesterday filed a suit against Chrysler and L. L. Colbert, Chrysler president and board chairman, asking $200,000 in damages which he charges he suffered as the result of his forced resignaton last year.

It was Mr. Minor's second suit against Chrysler in a week. Last week, he sued the car manufacturer for $25,000, which he claims is due him from a company stock ownership program to which he contributed (AA, Jan. 23). William C. Newberg, former president, also sued Chrysler last week, asking that a $455,000 contract he signed to repay Chrysler for profits he obtained from ownership of two outside companies be set aside.

In his new suit, Mr. Minor charged that he was a "scapegoat" and a "sacrificial victim" in Chrysler's efforts to avoid suits from stockholders. A number of these suits against various Chrysler executives were filed last year by several dissident stockholders.

■ Mr. Minor charged that Mr. Colbert forced him to resign because of his interests in two advertising companies doing business with the car manufacturer—Taxi-Ad Co. and Bel-Aire Process Inc. Mr. Minor said he was given only five minutes in which to resign by Mr. Colbert and was threatened with dismissal if he refused.

Mr. Minor also charged that at the time of his resignation, Chrysler circulated defamatory matter about him that tended to show that he lacked integrity and had obtained his job with Chrysler through "falsehoods." As a result, he said, his reputation, earnings and job chances were damaged to the extent of $200,000.

■ Asked for comment on Mr. Minor's newest suit, Chrysler said that his charges "are not justified by the facts." The company added that the suit "is an attempt to forestall an action to be brought by Chrysler Corp. for an accounting with respect to monies received by Mr. Minor from outside firms having business connections with Chrysler, which claims were presented to Mr. Minor and discussed by his attorneys and attorneys for the company." #

IT'S HERE! NEW PROCESS SNOW CROP
100% RICHER IN VISIBLE FLAVOR CELLS
Snow Crop
NEW PROCESS
CONCENTRATED ORANGE JUICE

APPETITE APPEAL—*Snow Crop frozen orange juice will use these 24-sheet postings prepared by Kastor, Hilton, Chesley, Clifford & Atherton to emphasize the appetite appeal and new packaging. The campaign will augment radio, tv and newspaper.*

Lennen & Newell Splits Media Staff in 3 Groups: Zeltner

NEW YORK, Jan. 25—The changing nature of an advertising agency's media operation was discussed in detail here yesterday by Herbert Zeltner, Lennen & Newell vp and director of media, in a speech before the time buying and selling seminar of the Radio & Television Executives Society.

Mr. Zeltner explained that last year L&N switched from a setup with groups of account sections to a division of the media department into three major groups working across all accounts. The first group, made up of assistant media directors and associate media directors, is responsible for media planning, development and contact with account groups and clients.

The second major group, with one assistant media director in charge of all broadcast buying and another in charge of all print buying, is the buying section. The third group is comprised of service sections for estimating, media research, analysis, budget control, etc., he explained.

■ "At times," Mr. Zeltner continued, "a degree of arbitration may be required to assign priorities when certain people are working on several accounts. And, of course, the media supervisor in charge of a given account must employ a measure of tact and diplomacy in getting satisfactory job performance from his assigned buyers since he does not now have direct line control of these people. But we definitely believe that there are advantages to be gained through eliminating unnecessary duplication, moving people with maximum speed to trouble spots and supplying the very best talent the agency can offer in any specialty to all accounts. We feel these advantages outweigh some of the problems we've encountered."

These organizational changes, the Lennen & Newell executive said, reflect three basic alterations going on in the media business: **1.** There is a much greater degree of media department involvement in the areas of marketing, market planning, budget development and over-all ad strategy; **2.** increased emphasis on research and related operating tools; and **3.** more media involvement in the buying of network television. Mr. Zeltner said the point will never be reached where the buy is controlled and made by any single person in any part of the agency—either media, programming or the account group.

■ Media, he indicated, is getting more involved in network television because of the rapid rise of participation shows with greater contract flexibility. Media must come in to weigh cost efficiencies, reach, frequency and audience composition. Media specialists also have to plow through qualitative and quantitative program data and to interpret the complex network rate cards and the various discount policies.

For the future Mr. Zeltner called for more trained personnel for media roles, less "job hopping" and more use of automation to free the buyer from routine, clerical functions and to give him more time to concentrate on decisions. #

Kentucky Sunday Ban Voided

A criminal court judge in Louisville has ruled that a Kentucky law curbing Sunday work is unconstitutional. Judge L. R. Curtis made the ruling in dismissing charges against two discount stores and a furniture store. He said the law is "religiously inspired and motivated, and cannot be sustained on religious grounds." An appeal is expected.

Pardon us,

BUT OUR SUCCESS

IS SHOWING!

We want to be as modest as possible, but success is difficult to hold down. For more than half a century, Bakers Weekly has been first in bringing its readers news, innovations, trends, and developments which are important to them *as bakers.* This is done *quickly . . . accurately* . . . and *in detail* by our editors, each a specialist in his field.

Consequently top suppliers to the bakery market such as Kaiser Aluminum & Chemical Corporation choose Bakers Weekly. It leads in advertising on flour . . . on automotive equipment . . . on machinery and equipment . . . on packaging. In fact, it carries more advertising each year than the next two national books *combined!*

Kaiser Aluminum recognizes these facts to the extent that its current campaign is initiated in the January 30 issue of Bakers Weekly with a 17-page full color insert, bound in aluminum foil, and featuring aluminum foil rigid containers for use by the baking industry. We direct your attention to this insert as an example of how suppliers use Bakers Weekly to sell to the $6.2 billion bakery market.

BAKERS WEEKLY

71 Vanderbilt Avenue, New York 17
520 N. Michigan Ave., Chicago 11

West Coast: Smith & Hollyday, Inc.
22 Battery Street, San Francisco 11
5478 Wilshire Blvd., Los Angeles 36

Dear American Airlines:
Your passenger service reflects outstanding selection of personnel. The neat and efficient young ladies in front of the counters are a credit to a company who cares about the customer
M. J. McDonough

UNSOLICITED IN-FLIGHT LETTER FROM M. J. MCDONOUGH EQUIPMENT SALES DIVISION, AMERICAN CAN CO.

Our Passenger Service Representatives, Mr. McDonough, are another reason why American Airlines is the *first choice of experienced travelers*. They are "goodwill ambassadors"; experts to the tips of their prim white gloves, roving information specialists who smooth your journeys with a smile.

AMERICAN AIRLINES
America's Leading Airline

GIANT SIZE
New
BAB-O
CLEANSER
with Diaphene
DISINFECTS • DEODORIZES
BLEACHES STAINS AWAY
faster than ever!

FLYING SAUCERS—*These scenes from a new minute Bab-O commercial show "self-propelled" pots and pans, "allergic to germs," leaping out of the sink. The ad uses a new production technique pegged "Streechilation," which combines live film action with animation and stop-motion camera techniques. By switching between live models and dummies, unusual effects are achieved, such as men walking through a wall, up the wall and across the ceiling. The third photo above shows one of the rubber-necked "poltergeist experts" dodging a flying pot he had been examining. Last picture is a close-up of the new Bab-O package designed for the cleanser's new germicide, Diaphene. Wilbur Streech Productions collaborated with B. T. Babbitt's agency, Geyer, Morey, Madden & Ballard, in filming the commercial, which is running on ABC-TV.*

Babbitt Uses Poltergeist Experts in Streechilation TV Ads for New Bab-O

NEW YORK, Jan. 26—B. T. Babbitt Inc. has borrowed a few tricks from the magicians' files to promote its new formula Bab-O cleanser in the new package.

Wilbur Streech Productions, working with Babbitt's agency, Geyer, Morey, Madden & Ballard, developed a new commercial production technique which combines live action with animation and stop-motion technique to produce unusual visual effects. Called Streechilation, the gimmick was used in the production of a Bab-O tv commercial for a schedule of participations in eight ABC-TV daytime shows, starting this week. Hep oven cleaner also is promoted in the campaign.

When Geyer set out to launch the revamped Bab-O product, it sought a novel approach to make the public aware of the changes made. The agency's account supervisor on Babbitt, Walter H. Wright, stumbled upon Streechilation as a dramatic means of telling viewers about Bab-O's new germicide, Diaphene, said to have "residual action." Joseph Danis, Geyer broadcast producer, coined the name after its inventor, Wilbur Streech.

■ The minute commercial uses a light, humorous approach to present its technical sleight of hand. Pots and pans, said to be "allergic to germs" in the sink, fly out before the housewife's startled gaze. Two poltergeist (noisy ghost) experts quickly come to her aid, making their unorthodox entrance through the kitchen wall.

The experts' search for germs has them walking up the wall and across the ceiling. Illusions are achieved by switching frequently between dummies and live models.

■ Streechilation is said to be more complex than the squeeze technique used in tv production. The sound track is recorded first and then analyzed, frame by frame, on exposure sheets, as with animation. The scenes are photographed one frame at a time, with the subject moved between exposures to achieve the effect of movement. Finally, the film is developed and synchronized with the sound track.

'Chicago Tribune,' 'American' Adopt C-I-D Discounts

(Continued from Page 3)

Chicago's American are larger than the *Tribune's* and apparently represent the *Tribune's* answer to a combination rate plan adopted two weeks ago by its two competitors—the *Chicago Sun-Times* and the *Chicago Daily News*, both owned by Field Enterprises (AA, Jan. 16). The *Tribune* has steadfastly maintained that it will not offer the *Tribune* and *American* in combination.

The *American's* "open" rate remains the same but the newspaper has lowered its daily bulk contract rate for 500 lines or more from $1.3175 to $1.25.

The *American's* minimum discount under its new C-I-D plan is 22% for a minimum of 300 lines each week for 12 of 13 weeks—believed to be a new high to date. The top discount is 28% for advertisers who run a minimum of 1,500 lines a week for 48 weeks in a 52-week contract.

■ The *American* also effected liberal discount increases in its bulk discount plan. The new program ranges from 20% for 1,000 lines over a 12-month period to 26% for 100,000 lines or more. The old plan ranged from 15% for 500 lines to 21% for 100,000 or more lines.

In its page frequency plan, the *American* increased the minimum discount from 22% to 24% for one page in a year's period and the maximum discount from 28% to 29% for 50 pages or more in 12 months. The *American*, like the *Tribune*, has had bulk and page frequency discounts for some time.

'Houston Post' Names Keeney

Arthur J. Keeney, formerly promotion manager of Evansville Printing Corp., Evansville, Ind., publisher of the *Evansville Courier* and *Press*, has been appointed promotion manager of the *Houston Post*. Mr. Keeney has also been promotion manager of the *Canton Repository*.

Marlin Firearms Names Noyes

Marlin Firearms Co., New Haven, has appointed Noyes & Co., Providence, to handle advertising. Geyer, Morey, Madden & Ballard formerly handled the $250,000 account.

Armand-Richards Execs Are Fined in Court Contempt Case

JERSEY CITY, N.J., Jan. 24—Three former employes of Conti Advertising, Ridgewood, N.J., who set up their own agency, Armand-Richards, have been found guilty of violating a court order restraining them from soliciting Conti accounts.

Armand Bagar, Richard McCarthy and Richard Neygro were found guilty of criminal contempt and fined $50 each last week by Donald Collester, superior court judge. A July 1 court order had restrained them from soliciting and doing business with any Conti accounts that were with that agency in the course of their employment there.

■ Suit was filed last year (AA, Nov. 14) by Edward Conti, who accused his three former employes of violating an employment contract prohibiting them from working with Conti clients for a period of two years after leaving Conti.

A temporary injunction was obtained, and the three defendants were found guilty of violating this temporary order; $350,000 damages are asked in the suit to be tried.

Mr. McCarthy has a separate action pending against Conti, dealing with payments that were to have been deducted from his salary while at Conti and applied toward the purchase of Conti stock. #

Four Reps Win Awards

Four media salesmen were chosen to receive annual media representative awards given by the Chicago Agency Media Group. The winners include Gregory Dembski, Scripps-Howard (newspaper and newspaper supplements); Howell Malham, John Blair & Co. (radio and television); William J. D'Alexander, *Steel* (business publications); and Ralph D. Dralle, *Farm Journal* (general consumer or farm publications).

Butterick Takes Over Conde Naste's 'Vogue Pattern Book,' Victim of 'Casual' Dress Trend

NEW YORK, Jan. 25—Conde Nast Publications washed out some red ink this week by transferring its Vogue pattern operation to Butterick Co.

Under a license agreement starting April 1, Butterick will take over the manufacture of Vogue patterns and the publication of Vogue Pattern Book, which is issued six times a year. The pattern operation has been a losing one at Conde Nast in recent years, and has been for sale for some months.

The manufacturing, distributing and administrative ends of the two operations will be combined. "The high standard of quality in design and presentation of Vogue patterns will continue unchanged, and the existing liaison with the Conde Nast editorial and art departments, as well as with its fashion publications, will be maintained," the companies announced. The Vogue pattern offices will remain at the Conde Nast headquarters, and the present personnel in the designing, originating, selling and promotion departments will be retained. Butterick will also continue its separate operations in these departments.

■ Neither brand is presently advertised, and there are no plans to begin advertising. The only pattern company to advertise consistently is Simplicity Pattern Co., which claims to account for more than half of the patterns sold. In 1956, Vogue and McCall Corp. both launched $1,000,000 pattern campaigns, but neither promotion was perpetuated.

"The pattern business is a volume business," Leonard Tingle, president of Butterick, told ADVERTISING AGE, "and this agreement provides Butterick with a worldwide pattern service at every fashion level and price range." The Butterick range is from 40¢ to 75¢, while Vogue, with its high fashion designs, sells from 75¢ to $3.

■ For the past few years, the pattern industry has leveled off at about 90,000,000 patterns yearly, one spokesman told AA. "Women don't dress up any more, and until there is a definite trend away from this casualness—this fashion stagnation—both the ready-to-wear and pattern producers, will operate on a plateau. A 1955 dress still looks all right in a 1961 wardrobe," he said.

In addition to its pattern activities, Butterick publishes *Progressive Grocer* and operates Retailing Research, a marketing and research organization. Conde Nast's principal publications in the U.S. are *Vogue*, *Glamour*, *House & Garden*, *Mademoiselle* and *Living for Young Homemakers*. Controlling interest in Conde Nast is owned by S. I. Newhouse, the newspaper publisher. #

Linage in Dailies Up Slightly in '60

NEW YORK, Jan. 25—Newspaper advertising linage in 1960 amounted to 2.8 billion lines, up less than 1%—or 23,378,817 lines—over the preceding year, according to Media Records' check of newspapers in 52 cities.

Linage in December, 1960, amounted to 283,723,543 lines, off 4.9% from linage reported for December, 1959.

For the year, losses were reported in the general and financial classifications. General linage fell 4.9%, to 345,694,011 lines, while financial linage was off 0.9%, to 54,233,974 lines.

■ Gains in 1960 were reported in retail linage, up 1.5%, to 1.5 billion lines; automotive, up 6.5%, to 165,208,115 lines; total display, up 0.7%, to 2.1 billion lines; and classified linage, up 1%, to 735,211,924 lines.

In December, 1960, losses were reported in all categories: Retail linage (down 3.9%), general linage (off 6.5%), automotive (8.6%), financial (7.5%), total display (4.5%) and classified linage (6.1%). #

Top Ten Newspapers in Total Advertising Linage in 1960

Source: Media Records

Newspaper	Total Advertising	Retail	General	Automotive	Financial	Total Display	Classified	Legal
Los Angeles Times (M&S)	80,356,751	40,768,245	8,032,554	1,588,122	2,620,275	44,973,588	16,907,481	41,742
New York Times (M&S)	61,922,811	24,583,430	16,181,761	2,538,664	3,145,833	54,485,296	25,855,701	15,754
Miami Herald (M&S)	59,879,423	33,377,517	5,143,929	2,869,526	1,666,584	43,057,556	16,665,882	155,985
Chicago Tribune (M&S)	56,365,279	31,239,675	8,981,473	1,606,688	1,381,835	43,209,671	13,138,794	16,814
Milwaukee Journal (E&S)	56,142,596	32,544,072	5,200,280	2,531,297	834,505	41,110,154	15,021,737	10,705
Cleveland Plain Dealer (M&S)	51,614,002	26,468,987	5,393,332	2,172,071	1,069,449	35,103,839	16,356,692	153,471
Washington Post (M&S)	45,390,776	25,289,352	4,193,100	2,610,258	808,093	33,971,787	11,337,952	81,037
New Orleans Times-Picayune (M&S)	44,228,641	27,944,343	5,193,100	1,499,558	656,913	34,293,914	9,597,220	337,507
Washington Star (E&S)	43,125,202	26,109,373	4,038,287	1,765,707	750,347	32,663,714	10,031,798	429,690
Phoenix Republic (M&S)	42,697,171	25,107,410	4,037,036	2,744,776	857,020	32,746,242	9,907,833	43,096

Note: M-Morning; E-Evening; S-Sunday.

bias

bias

bias

In electronics, bias is a voltage which maintains electron tubes at their proper operating points. Too much, or too little bias causes distortion.

In Electronic News, the news is reported exactly as it occurs, without fear or favor. And the only bias found there is that which favors the reader.

Confidence in this clear, undistorted, weekly picture of the electronics industry leads executives and engineers to the pages of Electronic News.

DIFFUSED
FOR EVER
WITH ADVA
INTERMEDIATE POWER TRANSISTORS
Today's Index
Electronic News®
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
Major Political Issues
UK Medical Parley to Hear
Cooperation Seen Lowering Europe

Johnston Tells Day How to Cut P.O.'s Deficit

Senator Hits Previous 'Unneeded' Rate Boost; Kennedy May Ask Hike

WASHINGTON, Jan. 24—The first maneuver in the 1961 battle over postal costs was staged today, as the chairman of the Senate post office and civil service committee told Postmaster General J. Edward Day that the department's $900,000,000 deficit can be shaved by at least $600,000,000 through economies and bookkeeping changes.

In a letter to the new Postmaster General, Sen. Olin D. Johnston (D., S.C.), who sponsored the Postal Rate Policy Act of 1958, said "public service" rendered by the Post Office should be estimated at more than $300,000,000, instead of the $49,000,000 conceded by former Postmaster General Arthur Summerfield. Sen. Johnston said there are at least $280,000,000 of additional subsidies that should be eliminated from the Post Office Department's cost figures, and that there are substantial savings to be made by cutting the department's operating costs. The senator's letter was dispatched as reports circulated here that President John F. Kennedy will include postal rate increases in the program he will outline to Congress during the coming weeks. The Eisenhower administration had suggested an immediate $843,000,000 increase in postage rates as part of the Post Office budget for the new fiscal year, beginning July 1. The Kennedy administration has advised all its department heads that it plans to stick with the Eisenhower budget, except in instances where the President is willing to sponsor a major policy change.

■ The nearly 4,000-word Johnston letter was intended, the senator said, to provide the new Postmaster General with details about "the long struggle that has taken place between the outgoing administration and the Congress on matters of public service costs."

In his letter, the senator recognized that the struggle was waged within Congress as well. He noted that the appropriations committees of the House and Senate had sided with Postmaster General Summerfield in scaling down the amounts that were credited to the department for public service functions.

"It seems to me," he told the new Postmaster General, "that if more energy had been devoted to improving the department operations and less on demonstrably unneeded rate increases, you might have inherited a department in a far sounder financial condition."

■ Last week, Mr. Day told the committee that the problem of controlling postal losses will get priority. He said he has been "educated" on some of the arguments about the postal deficit, but that he was not in a position to comment on the rate problem until he discusses it with the President.

Sen. Johnston contends that the department shows a $900,000,000 deficit partly because the former administration refused to credit mail users for all the public service costs which Congress intended to charge to general taxpayers.

He explained the long argument during the past two years over the department's "foregone revenue" theory versus his "total loss" approach, contending that Congress intended that the full loss on "service" activities be eliminated from the department's deficit.

■ As an example, he cited the special low rate which non-profit organizations get for mailing magazines. Under the department's "foregone revenue" theory, the public service increment eliminated from the department's deficit is $3,000,000, the difference between postage paid by the non-profit magazines and what they would have paid if they were charged the same rate as other publishers. According to Sen. Johnston, the credit to the department should be $60,000,000, which is the total loss allocated to the handling of non-profit magazines.

■ The senator pointed out that the preceding administration refused to credit mail users for the loss in operating third and fourth class post offices and star routes, on the ground that these costs could not be computed. If the loss from these operations is included, the public service rebate authorized under the 1958 Postal Policy Act would amount to more than $300,000,000, he said.

In addition, Sen. Johnston said, there are more than $200,000,000 of other subsidies that should be eliminated from Post Office costs, and substantial savings that should be made in operations.#

Tie in Caviar, Bread & Butter Ads: Rosenblum

Macy's Ad Manager Named Promotion Man of Year by Retail Admen

CHICAGO, Jan. 26—Morris L. Rosenblum, creative advertising manager of Macy's, New York, was named Retail Promotion Man of the Year at the ninth annual retail advertising conference here this week.

The selection was based on a poll of retail sales promotion and advertising managers in the country.

Goldsmith's, Memphis department store, received the top prize in a competition for the most significant community achievement by a retailer. A $500 scholarship, to be awarded to a student of the winner's choice, went to the store for "excellence in community participation as well as skill in using this community effort to enhance the store image."

Mr. Rosenblum was hailed for his "continuing and ever-increasing creativity" by Ralph Heineman, co-founder of the annual event.

The title winner urged a "marriage of the bread-and-butter and the caviar types of retail advertising." According to Mr. Rosenblum, selling merchandise at a reasonable profit is an objective that represents a store's bread-and-butter promotional activity, while building future good will is the "caviar."

■ Advertising must sell merchandise "today, tomorrow and next year," he said. "Most top store executives are concerned with all three periods of time. Most store buyers are concerned with today. They couldn't care less about next year. And, unfortunately, most advertising people are concerned about next year . . . and couldn't care less about tomorrow," he said.

Robert A. Heinz, sales promotion manager of Ed. Schuster & Co., Milwaukee, another speaker at the conference, found it evident —and disheartening—that many retail admen are being paid less than good plumbers. He also called on top store managers to refrain from stifling creative ads. #

Leather makes four great fashion points for Spring!

PINPOINTED—*Leather Industries of America will run this color spread in the February Harper's Bazaar pointing up four types of leather. Daniel & Charles, New York, is the agency.*

Coin Operated Dry Cleaning Machines to Highlight Dry Cleaners Convention

CHICAGO, Jan. 26—When the National Institute of Dry Cleaning convention opens in Philadelphia Feb. 1, at least six major appliance and laundry equipment manufacturers will unveil coin-operated dry cleaning machines.

One of the exhibitors, Standard Inc., Little Rock and Dallas, will show more than a pilot model. Standard, which says it has had the first such machine on the market for more than a year, now has more than 100 installations of its Standard Twinette in various parts of the country.

Others who will show coin-operated dry cleaners are Westinghouse Electric Co., the Norge division of Borg-Warner Co., Whirlpool Corp., Philco Corp. and American Laundry Machinery Co.

The Frigidaire division of General Motors Corp. has a pilot model, but probably will not exhibit it in the show.

■ Just (1) where these do-it-yourself dry cleaners will find their best market and (2) what other manufacturers will join the parade are uncertain at present.

Westinghouse, American Laundry and Standard are aiming for the self-service laundry, while Norge and Whirlpool are courting professional dry cleaners in addition. Philco, which is waiting until the introduction of its model at the convention to announce its plans, probably will aim for both of these markets.

■ At the Philadelphia convention, the dry cleaners will be discussing this innovation at three sessions. They view the new coin-operated dry cleaner with some concern; but some operators, feeling the new coin-op is here to stay, have already contracted to spend considerable sums to install the new machines. Members who favor the coin-ops feel the new system will bring clothes out of closets that never have been dry cleaned.

Most of the machines take an average load of between 7 and 9 lbs., and charge about $1.50.

■ Company by company, these are the plans:

• **Westinghouse,** which introduced its entry to the field Jan. 11 (AA, Jan. 16), will distribute its dry cleaner through ALD Inc., national distributor of Westinghouse commercial Laundromat equipment. Initial advertising of two-color pages in laundry and dry cleaning magazines starting in February will be through Herbert Baker Advertising, agency for ALD.

• **Norge** division of Borg-Warner Corp. introduced its dry cleaner in October and went into full production earlier this month. Norge is setting up distributors and promoting Norge Laundry & Cleaning Villages, with a laundry in addition to dry cleaning. Norge supplies all elements of the villages, which average about 16 dry cleaners, 30 washers and 15 dryers. Promotion directed to investors in the laundry and dry cleaning industry began Jan. 25 with an ad in the *Wall Street Journal*. The weekly *Wall Street Journal* schedule will be supplemented with ads in the *Journal of Commerce* and nine laundry and dry cleaning publications.

Keyes, Madden & Jones handles the Norge laundry equipment. In addition, a two-color consumer ad, prepared by Clinton E. Frank Inc., the Borg-Warner agency, is scheduled for *Time* Jan. 27, *Business Week* Feb. 4, *U. S. News & World Report* Feb. 13 and February *Fortune*.

• **Whirlpool Corp.** has set up the Commercial Laundry & Drycleaning Equipment division (CLAD) to handle its RCA Whirlpool coin-operated dry cleaner and other commercial equipment sales.

Initial ad budget for the Whirlpool coin-op has been set at $750,000. Beginning this month and continuing for the next five months, advertising will appear in trade publications. Ads will be keyed for professional dry cleaners.

Monthly direct mail pieces will be sent to more than 27,000 cleaners. Netedu Advertising, St. Joseph, Mich., is handling the trade campaign. Kenyon & Eckhardt later will handle a drive to consumers.

• **American Laundry Machinery Co.,** Cincinnati, a division of McGraw-Edison Co. and one of the major suppliers of conventional laundry machinery, is adding the Econ-O-Crest dry cleaner to its line of Econ-O-Wash and Econ-O-Dry washers and dryers.

Promotion plans are not set, but trade publications will be used later this year, according to Wayne Wilson, advertising director. Franchised dealers get point of sale materials and advertising support from American Laundry. Farson, Huff & Northlich is the agency.

• **Standard Inc.,** which had made heavy equipment for commercial laundries for the past 20 years, last year switched all production to its new coin-op dry cleaner, the Standard Twinette. Through distributors the dry cleaner is sold to coin-operated laundries.

• **Philco Corp.** will put out a Philco-Bendix dry cleaner early this year. Philco plans that the new machine will augment its coin-operated laundry centers. Initially advertising will be left to the franchised distributors. #

McCall Corp. Set to Purchase 'Saturday Review'

$3,000,000 Stock Transaction Readied; Editors Will Remain

NEW YORK, Jan. 25—The *Saturday Review* is about to become a wholly-owned subsidiary of McCall Corp.

Under terms of a deal currently being negotiated by attorneys for the two publishers, the weekly will become part of the McCall complex after an exchange of stock involving some $3,000,000.

According to J. R. Cominsky, publisher of Saturday Review Inc., McCall Corp. will issue 75,000 shares of its common stock in exchange for 31,555 shares of Saturday Review. Mr. Cominsky described himself and the magazine's editor, Norman Cousins, as majority stockholders in the weekly. The remaining shares, he said, are held by ten others, including William D. Patterson, associate publisher, and Nathan Cohn, business manager.

Of the McCall stock outstanding, 44% is owned by Hunt Foods & Industries, a California enterprise headed by Norton Simon. Mr. Simon bought into McCall Corp. in 1956.

■ Mr. Cominsky told ADVERTISING AGE today that consolidation with McCall Corp. was prompted by the weekly's need for "facilities, rather than money."

These facilities include a giant McCall Corp. printing operation in Dayton, an extensive circulation and subscription setup, and a network of sales offices located throughout the U.S. *Saturday Review* currently has a subscription vs. newsstand sales ratio of about 90% to 10%, and handles most of its advertising sales out of its New York headquarters.

Saturday Review started in business in 1924 as an offshoot of a literary supplement published in the old *New York Evening Post*. It changed its name from the *Saturday Review of Literature* in 1952, at the same time broadening its editorial coverage to include music, science, travel and education.

■ Under terms of the agreement currently being negotiated, the *Saturday Review* will continue to be operated under its present editorial and business management, Mr. Cominsky said.

Over the past ten years, the weekly's circulation has climbed from 100,000 to 250,000. Gross ad revenue in 1960 amounted to $1,867,000, as against $1,574,169 the preceding year. #

C. S. Samuelson, General Mills Media, Budget Chief, Dies

MINNEAPOLIS, Jan. 27—C. S. Samuelson, 57, director of advertising media and budgets of General Mills, died yesterday at St. Francis Hospital, Shakopee. He had been hospitalized since Jan. 16 with a heart ailment.

■ Mr. Samuelson had been associated with General Mills advertising for more than 31 years. In August, 1957, he was promoted from advertising manager of grocery products to assistant director of advertising, with prime responsibility for coordination of consumer products advertising, media and shows. In March, 1960, he was made director of media and budgets. #

Leadership in Action: Advertising Page Gains

In the past year (1960 vs. 1959), Look was the *only* magazine in its field with a gain in advertising pages. And Look gained virtually as much ad revenue as Life and The Saturday Evening Post *combined*.

Advertising Page Gains or (Losses) 1960 vs. 1959	Advertising Revenue Gains 1960 vs. 1959
Look + 157	Look +$11,389,334
Post - (28)	Post + 7,450,584
Life - (304)	Life + 4,342,774

SOURCE: P.I.B.

More and more, advertisers and readers alike are responding to the vital force of Look's exciting story of people . . . are turning to Look for leadership.

LOOK

The Exciting Story of People — 25th Year of Publication

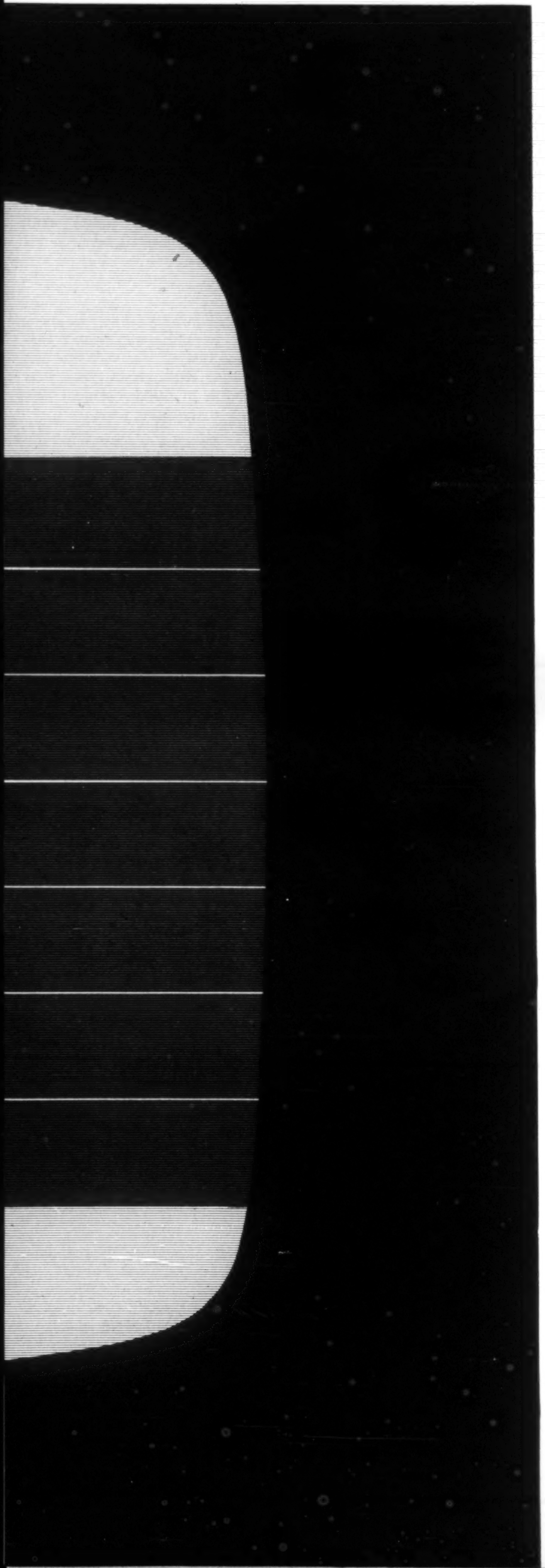
TELEVISION'S

	CBS		NETWORK B		NETWORK C	
	HOURS	**RATING**	HOURS	**RATING**	HOURS	**RATING**
COMEDY	66	**19.9**	54	**18.1**	23	**17.0**
DRAMA	35	**15.9**	0	**—**	22	**13.8**
VARIETY & PERSONALITY	51	**20.1**	17	**14.8**	54	**18.5**
WESTERN	34	**25.2**	59	**20.7**	71	**22.4**
MYSTERY & ADVENTURE	54	**19.6**	130	**18.3**	65	**14.5**
NEWS, PUBLIC AFFAIRS, SPORTS	30	**13.5**	18	**9.6**	27	**13.8**
TOTAL NIGHTTIME	270	**19.3**	278	**18.0**	262	**17.6**

NIELSEN RECORD FOR ALL REGULARLY SCHEDULED NIGHTTIME PROGRAMS, OCT-DEC 1960, AA BASI
6 TO 11 PM; EXCLUDES PAID POLITICAL AND SPECIAL BROADCASTS. PROGRAM NAMES ON REQUES

Acid

TEST PATTERN



(ANY ADVERTISER WHO CAN AFFORD TO SPEND $1,000,000 ON NETWORK TELEVISION CAN AFFORD TO SPEND A MINUTE ANALYZING THIS CHART.)

While this image will never appear on your home screen, it is in fact an accurate statistical picture of what has been going on in network television since last October. This is the record for all regularly scheduled nighttime programs–shown by networks and by types of programs.

Why should anyone look at television in this way when there are many simpler (and more enjoyable) ways to look at it? Briefly, because today's sophisticated advertiser commits millions of dollars to television only after the most careful study of marketing objectives, program possibilities, and network environments. What kind of program, he asks, will best serve his specific needs? And where is it most likely to prosper? If you are such an advertiser you are interested in the whole pattern of network programming–the big picture on the screen below. It shows that:

–*the CBS Television Network continues to win the biggest average audience for its nighttime schedule.*

–*the CBS Television Network also consistently attracts the biggest average nationwide audience in every category of entertainment programming.*

–*the CBS Television Network presents the most evenly balanced schedule,* as indicated below by the number of hours devoted to various categories of programs. Only this network provides such proof of performance in every category.

As the test pattern shows, one network offers both viewer and sponsor the best of everything. No doubt that's why sponsors each year invest greater sums in the nation's largest single advertising medium, the CBS TELEVISION NETWORK

The Editorial Viewpoint . . .

Putting Advertising in Perspective

In these parlous times, when too many people seem to delight in placing the blame for everything that does not suit them in American life on advertising, it is probably good to have the true role of advertising spelled out as it is in the annual reports ADVERTISING AGE has been publishing, based on Internal Revenue returns covering all U. S. corporations.

For example, those who think expenditures for advertising are horrendously large will probably be astonished to learn that 990,000 U. S. corporations, filing their corporate income tax returns for 1958-'59, reported only 1.13% of their sales devoted to advertising—a percentage so low as to be astonishing.

For all manufacturing classifications, the percentage of sales devoted to advertising was 1.39%; for all wholesaling, it was 0.57%; for all retailing, it was 1.46%.

These are remarkably small percentages of total sales to be devoted to advertising, and they indicate that while advertising is impressive in size in an absolute sense, there is scarcely an industry in which it assumes overwhelming proportions in terms of total industry sales.

Even where the percentage of advertising to sales is high, as it is in soft drinks and tobacco, for example, the percentages are still much lower than most would think. Soft drink makers spent 6.32% of sales for advertising, for example; brewers 6.84%; and tobacco manufacturers 5.36%. All these are far below the percentages that most critics of advertising would guess, we are sure.

As one would suspect, the highest ratios of advertising to sales show up in the proprietary medicines and perfumes, cosmetics and toilet preparation fields. And even here they are surprisingly low—10.4% of sales for proprietary medicines, and 13.81% for perfumes and cosmetics.

These two categories, incidentally, are the only ones among 269 product classifications listed by ADVERTISING AGE with advertising representing as much as 10% of sales. The next highest category is soaps, detergents and cleaning preparations, with advertising accounting for 8.21% of sales. In no other category does advertising account for as much as 7% of sales, and in only nine categories out of the 269 shown is the figure as high as 5%.

This is not to say, of course, that individual companies do not frequently devote higher percentages of sales to advertising than those shown. They do. But in all product categories, there are apparently enough sales made without benefit of advertising, or with only minuscule support from advertising, to bring the total relationship down to an extremely modest figure.

From these figures it is possible to deduce at least two things: The first is that American corporations, in the mass, are not wasting their substance and their stockholders' funds on over-expansive outlays on advertising; and the second is that there must be a very substantial number of corporations which are not now advertising seriously which ought to be good prospects for advertising agencies and various kinds of media.

A Third Kind of Advertising

James E. Day, president and founder of the Midwest Stock Exchange, which operates in Chicago, believes that the two types of advertising now commonly used by American business are not enough, and that a third type of advertising ought to be added to the public corporation's armory of weapons.

Mr. Day has been thinking about this new type of advertising for a year or more, but he has said little about it in public until last week, when he outlined some of his ideas for the Women's Advertising Club of Chicago.

Most public companies, Mr. Day contends, use—or should use—two kinds of advertising now. They should have product advertising first, to do the essential job of helping to move whatever it is they have to sell; and they need institutional or corporate image advertising to reach the various publics whose good will and good favor they need.

Many, if not most companies, recognize these two types of advertising and utilize both, Mr. Day feels. But if they are publicly held companies, he feels, they are still not utilizing advertising completely unless and until they add a third type to their arsenal—financial advertising, aimed specifically and pointedly at present and prospective investors.

Most corporate image advertising tries to do this financial job in some respects, Mr. Day feels, and perhaps it accomplishes something. But generally, it attempts to reach legislators, educators, civic leaders and others, as well as investors, and hence its appeal is likely to be too broad and too un-specific to hit investors as effectively as would copy directly and specifically addressed to this segment of the public, and no one else.

There are problems and complications about investor-directed advertising, Mr. Day recognizes. But he is convinced that it can perform extremely important service in the financial markets.

Gladys the beautiful receptionist

—**Sandy Woodbridge, Bozell & Jacobs, Omaha.**

"She asked the motivation research department to report on her new boy friend."

What They're Saying . . .

Ad-verse

If you will forgive the sacrilege, Mr. Shakespeare, may I pay my respects to the level of tv creativity with my poor doggerel:

Little Jack Horner, sat in a corner
Eating a tv pie.
He stuck in his toe,
Extracting a show
With Sophia Loren and Marilyn Monroe
Red Skelton, Jack Benny and Freddie Astaire
And all of the cast of the Folies Bergere.
Instead of commercials by Charles A. Van Doren
The pitch was delivered by Chief Justice Warren.
The show cost about 7 million to buy,
But what did that matter?—the rating was high!
And Jack took the bows as he uttered the cry,
Hooray! I'm a genius—what a bright boy am I.

—From an address by H. James Gediman, exec vp of Hearst Advertising Service Inc., at the Newspaper Advertising Executives Assn. convention in Chicago Jan. 18.

Political Weapon

Of course the federal government must regulate the television industry—at least to the extent of assigning wavelengths and channels—perhaps to the extent of setting some standards to which those licensed to use these wavelengths and channels, which belong to the people, must conform in the people's interest. But surely, the television industry itself will be well advised to take the initiative and follow through the Nixon-Kennedy televised debates with much more of the same kind of political programming—at the state and local levels as well as nationally. Such programs serve the public interest in the most complete and thorough sense.

—Quincy Howe, radio-television commentator, speaking before the Public Relations Society of America in Chicago.

Advertising Age

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

According to an appellate court decision, Bayer aspirin can be sold in New York only by registered pharmacists.

What goes on in the supermarkets hereafter will interest only the other brands.

•

Movie and stage ads featuring "sexational" episodes are unacceptable hereafter in the *Los Angeles Times*.

The copywriter's imagination usually ran ahead of the performance, anyway.

•

Procter & Gamble's dynamic growth and expansion are "continually creating executive positions that can be filled only from within."

That's a company policy that means the ladder to success has no missing rungs.

•

"Newspaper admen accord standing ovations to Shell," the headline says.

A similar enthusiastic reception is available to other national advertisers on the same terms.

•

Vance Packard's "The Waste Makers" has been given a sockdollager of an answer in the announcement of Landers, Frary & Clark that it will now guarantee its electric housewares for 25 years.

•

A picture is still worth a thousand words, and if the Miami viewers who see the commercials for Heineken's imported beer don't understand the Dutch jingles they can get the idea the other way.

•

Douglas Dillon, the new Secretary of the Treasury, says that income taxes should be lowered, especially in the higher brackets.

Some Republicans are going to say he's talking their language.

•

With a sly glance in the direction of Detroit's automotive tycoons, *Reader's Digest* remarks that the trend is to compacts in cars and magazines.

•

Rebelling against the "invasion of the eggheads," Norge's Judson Sayre says he's not interested in market information supplied by psychiatrists.

Somebody may have told him it's a crazy business.

•

Needham, Louis & Brorby has published its annual report as usual, and its modest profit on a volume of over $45,000,000 doesn't indicate that agencies are in a get-rich-quick business.

•

"Growth opportunities in a small Midwest city, adjacent to a lake," says a classified ad.

If the successful applicant doesn't like the job, he can always jump in.

COPY CUB.

The Washington Post gained 900,000 lines of advertising, 1960 over 1959, and is again first in Washington with a new lead of 2,265,000 lines over Washington's second paper.

TOTAL ADVERTISING LINAGE
Washington Newspapers
Year 1960
Media Records

The Washington Post	45,390,776
Washington Star	43,125,202
Washington News	13,347,588

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Stark, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

1960 marked this shift in news magazine advertising

"U.S.News & World Report" is—

NOW FIRST AMONG THE NEWS MAGAZINES

in advertising page gains. The 1960 gain of 150 pages was more than three times that of the second-ranking magazine.

"U.S.News & World Report" is—

NOW FIRST AMONG THE NEWS MAGAZINES

in advertising pages from the 100 largest companies advertising in news and management magazines. This is acceptance as the prestige magazine medium.

"U.S.News & World Report" is—

NOW FIRST AMONG THE NEWS MAGAZINES

in consumer advertising page gains. (Example—a gain of 85 pages in passenger car advertising alone—a far larger gain than that of *any* other magazine.)

"U.S.News & World Report" is—

STILL FIRST AMONG THE NEWS MAGAZINES

in total pages of advertising directed to business and industry. Also first in pages from the 100 largest business and industrial advertisers.

The same values prevail in 1961. Advertisers who insist that their advertising dollars be directed to customers, not just anybody, find that "U.S.News & World Report" gives them the best market efficiency, as backed by documented facts. Again in 1961 "U.S.News & World Report" coverage costs less per thousand than any other news or management magazine—in terms of total audience, or in terms of most specific markets.

All the foregoing facts and achievements help explain why more and more companies with something to say or sell to America's high-income people of importance, now consider "U.S.News & World Report" to be the No. 1 magazine in which to spearhead their advertising campaigns. In other words . . .

the most important magazine of all

1,200,000 is now the net paid circulation of "U.S.News & World Report"

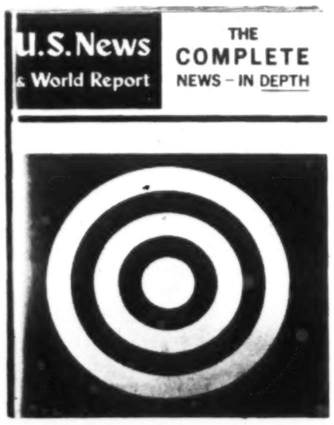
For the first time in the history of American publishing, a magazine devoted *entirely* to the important news of national and international affairs has achieved a net paid circulation of more than 1,200,000.

As population grows, business grows. So, too, does the "bull's-eye" market most important to advertisers—the business and professional people of America and their families.

Here, in a single magazine audience, is a concentration of the people who spark most of America's thinking and much of America's buying. They're the people who initiate the new ideas, approve the plans, and the new projects—in business, industry, and the professions—or in community and family life. There are few national advertisers to whom this selective audience of high income, managerial people is not vitally important.

And there is no other medium we know of that is so rich in such characteristics as thorough readership, confidence, and usefulness of content. This makes good advertising effective.

To all these values, add that of lowest per-thousand costs for coverage of *known* customers and prospects, and it becomes easy to understand why "U.S.News & World Report" is now setting the pace in advertising growth in the strong field of news magazines.



U.S.NEWS & WORLD REPORT

America's Class News Magazine

Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y.

Grey Promotes Five

Grey Advertising Agency, New York, has named Onofrio Paccione, vp and associate head art director of Grey, head art director. Lester Rondell, also a vp and associate head art director, has been named to the new post of executive art director. Elliott Reed, an account executive, has been named vp and account supervisor. Elmer E. Feistel Jr., controller, and R. G. Rasner, vp and personnel director, have been named directors of the agency.

Bissell Promotes King

Peter J. King, formerly director of marketing, has been named vp in charge of marketing of Bissell Inc., Grand Rapids, Mich. Mr. King, who joined the company in 1958 as New England sales manager and was promoted in 1959 to director of new products and national account manager, and was named director of marketing last year, will now be in charge of all phases of the company's marketing activities.

Motorola Caravan Set

Motorola Inc., Chicago, will continue its "factory caravan" program in 1961, whereby distributors bring established and prospective dealers to the company's plant for a one-day tour. The dealers pay transportation costs and the company covers most other expenses.

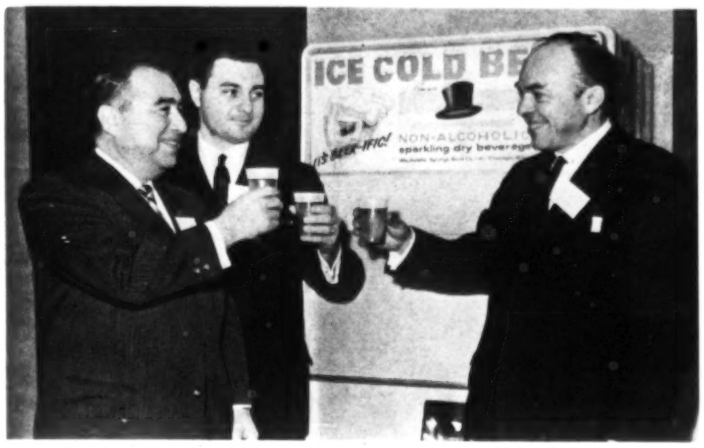
Ross Roy Adds Squirt

Squirt Bottling Co. of Detroit has named Ross Roy-BSF&D, Detroit, to handle its sales promotion and advertising program.

WHAV Names Foster & Creed

WHAV, Haverhill, Mass., radio station, has named Foster & Creed New England sales representative.

Non-Alcoholic Beer (Gasp!) Also Sold as Shampoo (Chuckle)



Gale Smerling Hartman

SKOAL—*Hyman Gale, president of Waukesha Springs Brew Co., toasts David Smerling, ABC Vending Co., and Howard Hartman, president of Fox Head Brewing Co., with a new non-alcoholic beer, soon to be marketed through vending machines.*

CHICAGO, Jan. 24—In addition to the candy, cigarets, soft drinks, hot meals, clothing, toys, shoe shines and other items and services now available from vending machines, the public soon will be able to get another product through vendors—beer.

But the beer will be non-alcoholic, thus conforming to the laws of the land.

Waukesha Springs Brew Co., a new company here, has perfected a beer concentrate which is alcohol-free, and in which the yeast has been rendered inert. In most previous beer concentrates, the yeast started to work in the machines, thus spoiling the product, or damaging the flavor, according to Waukesha Springs.

The new concentrate, as yet unnamed, will be manufactured by Fox Head Brewing Co., Waukesha, Wis., and distributed through ABC Vending Co. Pilot models of the vending machine, manufactured by Apco Inc., are ready, and about 5,000 machines will be put into industrial plants, ball parks, public buildings and other locations the first year, ABC Vending said. The first machines will go into plants and amusement centers in the Chicago area.

■ Cost of the non-alcoholic beer will be 15¢ a cup. The machines will accept dimes, nickels or quarters and make appropriate change. Each cup contains about 30% fewer calories than a comparable amount of alcoholic beer, Hyman Gale, president of Waukesha Springs Brew Co., said.

At a "beer tasting" press conference here, the consensus seemed to be, if you like beer better than colas, the new non-alcoholic beer is a fine soft drink.

Mr. Gale said that in addition to its use as a beverage, the concentrate later will be marketed in the cosmetic field as a hair spray, rinse and shampoo and in the food field as a flavoring. He said it may be shipped without refrigeration and may be made into a beverage by adding carbonated water to the concentrate. #

Force Adds Three Accounts; New Latin Division Named

Rice Growers Assn. of California has appointed the new Latin division of Force Inc., Paterson, N. J., to handle Spanish language advertising in New York for its Sello Rojo rice. The division has similar business from Wm. Wrigley Jr. Co. and Humphreys Medicine Co. R. A. Fornier, who formerly managed the discontinued New York office of Publicidad Badillo, San Juan, heads the new Force division.

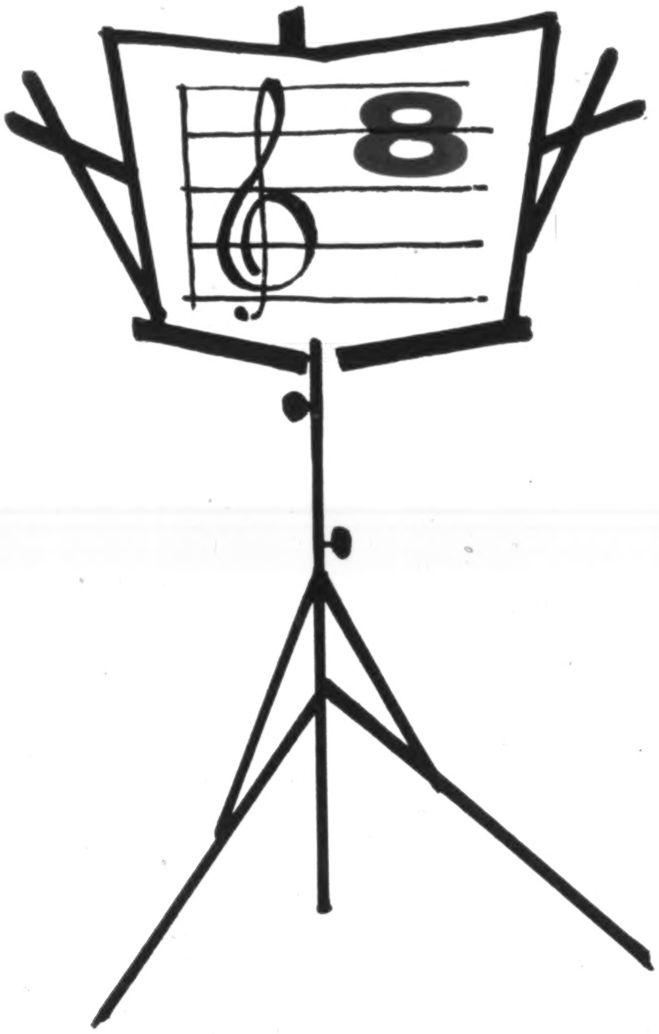
Force also has been named to handle advertising in the U. S. for R. & O. Betancourt Inc., Puerto Rican manufacturer of Sobrino chocolate, instant cocoa and Choc-O-Mix. O'Mealia Outdoor Advertising Corp., Jersey City, has named Force to handle a full-scale campaign for 1961.

Ward William Adds Nicholas

David F. Nicholas, formerly manager of sales promotion and advertising for commercial products of Lightolier Inc., Jersey City, has been named an account executive of Ward William & Co., Union, N. J. Ward William also has been named to handle advertising for Vibra Screw Feeders, Clifton, N. J.

Robotham Office Moves

The Hartford office of Edward W. Robotham Co. has moved to 124 LaSalle Rd., West Hartford.

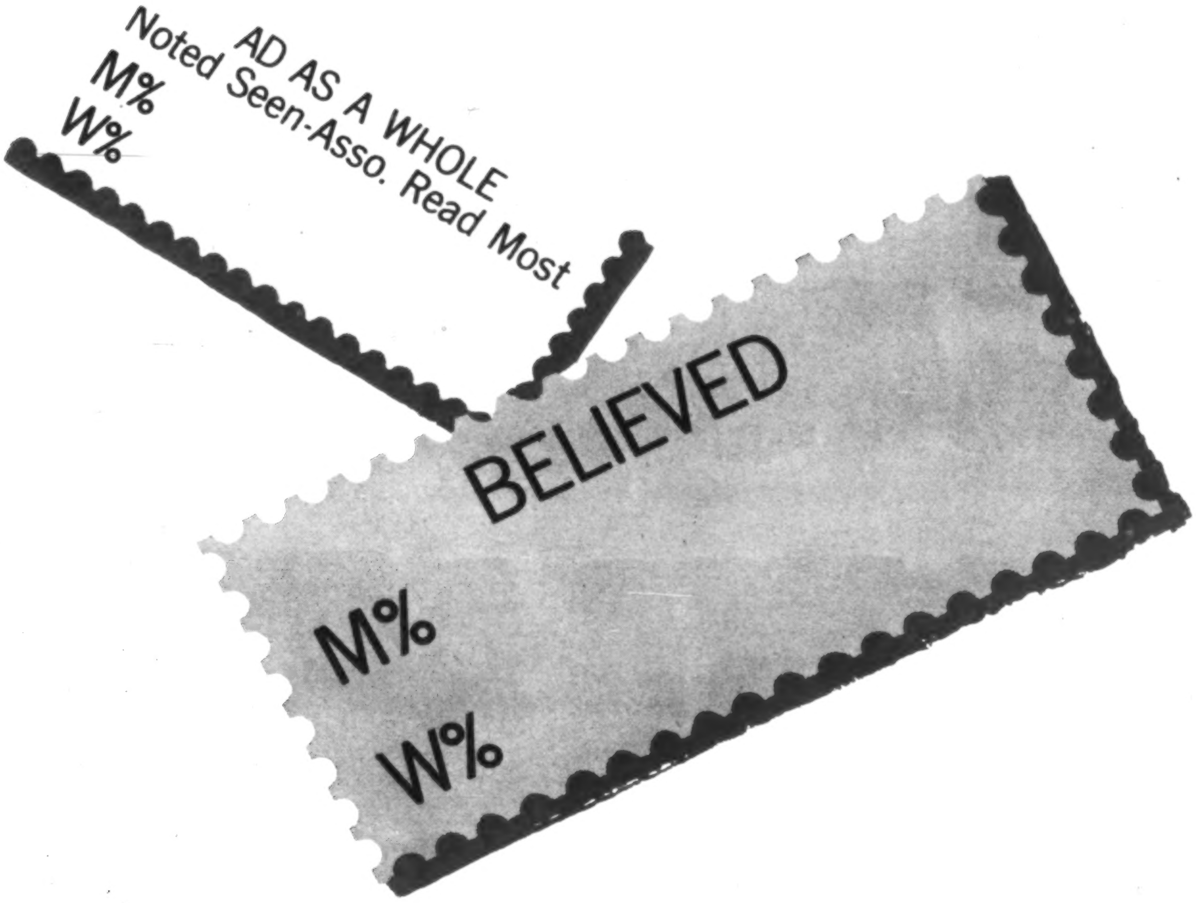


KEY OF Cleveland:

WJW-TV is in tune with Cleveland and Northern Ohio, and Cleveland and Northern Ohio tune in to WJW-TV. With diversified local and CBS programming, award-winning news shows, sponsored public service programs and top movies, WJW has built a large and devoted audience. It's an audience that responds by putting your sales on a bigger scale in Cleveland.

WJW TV 8
CBS CLEVELAND

A **STORER** STATION BACKED BY 33 YEARS OF RESPONSIBLE BROADCASTING • **CALL KATZ**



How about "Believed" as a Fourth Dimension of advertising effectiveness?

One thing is certain: readers can read, noters can note, see-ers can see. But if they don't *believe* it, they're just not going to do anything *but* read, note and see!

Same holds true for TV and every other medium, of course. *No product can thrive on advertising exposure alone, no matter how well attended or attractively presented.*

You have to get those readers, reviewers and listeners *with* you all the way. You have to get them to believe you.

Believability is our stock in trade at Good Housekeeping. We not only publish an extensively well-read magazine each month, but we also do more to ensure believability than any other magazine, any other medium. Note how often TV cites the Good Housekeeping Seal!

Ads, products, editorial—everything in Good Housekeeping is *in* the magazine only because the editors and the Good Housekeeping Institute have found the facts to be facts, the claims to be well supported, the products up to snuff.

Women know this. That's why they not only believe what they read in our magazine, but also follow their surest guide to guaranteed products in the stores where they shop: the Good Housekeeping Guaranty Seal. And in November they will have the new Buyers Guide.

Couldn't *your* advertising benefit from this extra assurance of believability, in the magazine women believe most of all?

M%
BELIEVED
W%

Good Housekeeping

. . . because nothing persuades and sells like the truth

Replacement or Refund of Money
Guaranteed by
Good Housekeeping
If Not As Advertised Therein

New! Super-Absorbent!
ScotTowels
BIG ROLL

POST SPECTACULAR SPEARHEADS "BIGGEST SALES DRIVE IN SCOTTOWEL HISTORY"!

ScotTowels
BIG ROLL

"Biggest sales drive in ScotTowel history—sales for the month were way over quota across the nation!" says Paul Brown, Scott Paper's Director of Retail Sales. Scott's dramatic five-page Spectacular in the April 23rd issue of The Saturday Evening Post introduced the new, improved Super-Absorbent ScotTowel in a dramatic new way. This exciting ad also featured the colorful ScotTowel holders. Scott's Director of Marketing Services—Thomas McCabe, Jr.—said the Spectacular was "a good example of the Scott creative marketing concept. We wanted a fresh, dynamic way to introduce the improved ScotTowel—and we got it with the Post Spectacular!" For more proof of Spectacular impact, read these comments from Scott sales people!

BREAK 1959 SALES RECORD IN FOUR WEEKS. "Men in the New England Division sold more ScotTowel holders during the last four weeks than the entire year of 1959, and the Post played a significant part in their being able to do this."

FAR EXCEED THEIR MONTHLY QUOTA. "The Saturday Evening Post accomplished many things in the Philadelphia Division during April. But most important — we far exceeded our monthly ScotTowel sales quota."

GAIN NEW DISTRIBUTION FOR SCOTTOWELS. "In April the Chicago Division concluded the biggest sales month in its history. The Spectacular helped us get new placements with several major customers in the division."

GET TIE-IN PROMOTIONS WITH TOP CHAINS. "The St. Louis Division shot way over its quota for April. Tie-in promotions were obtained through the Post ad from several major customers."

SALES FORCE SHOWS GREAT ENTHUSIASM. "The sales force was very enthusiastic about the Post promotion. ScotTowels were successful to begin with — but the promotion created the greatest interest ever. Much of the credit for the extra business goes to the Post."

Scott's Spectacular rated tops with Trendex, too! 72% of the women interviewed remembered seeing the ad. And 83% of these identified Scott as the advertiser. There's no secret to the Post's success. Your ad page in the Post gets seen *over and over*. Gives you 37% more chances to sell per reader than the same ad in the other big weekly. And your ad page in the Post is seen more times in bigger families—more times in higher-income households.

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

Imprinting Service

Let us personalize your national advertising by imprinting it with the names, addresses, and trademarks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill.

Carr Liggett Adds PR Unit

Carr Liggett Advertising, Cleveland, has established a pr department to serve its clients and has named Griffith A. Davies, formerly pr director of Fuller & Smith & Ross in Chicago, to head it.

Cavanaugh Ltd. Names Heinz

Donald E. Heinz has been named assistant to the president of Joseph F. Cavanaugh Ltd., Milwaukee agency. Mr. Heinz joined the agency in July.

Unusual Offering

FILM or PHOTO STUDIO SPACE

For Rent

Near North Side
56 E. Superior St.

8,325 Sq. Ft.

- Ground Floor
- Offices and 15 ft. Ceiling Studio
- Private Truck Entrance
- Sprinklered

Also Upper Floor Space 5,000 Sq. Ft. and up.

Call Mr. Krueger

BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373

TV Sets in Europe and U.S.

Country	TV sets in use	Population	Ownership per 1,000
United States	52,000,000	180,000,000	288
Great Britain	11,000,000	52,500,000	209
Denmark	585,000	4,500,000	130
Sweden	800,000	7,500,000	107
Finland	40,000	4,500,000	89
Netherlands	800,000	11,500,000	69
France	2,000,000	45,000,000	44
Italy	2,050,000	50,000,000	41
Germany	2,000,000	55,000,000	36
Belgium	225,000	9,000,000	25
Austria	153,000	7,000,000	22
Norway	55,000	3,500,000	16
Switzerland	80,000	5,500,000	15
Portugal	55,000	8,500,000	6
Spain	30,000	13,000,000	2
Turkey	———	27,700,000	0
Greece	———	8,125,000	0

These comparative figures on television set ownership in European countries and the U. S. were supplied by National & International Public Relations Inc., Lebanon, N. J.

New U. S. Budget Increases Allocation for Revised Statistical Data Setup to $47,100,000

WASHINGTON, Jan. 24—The outgoing Eisenhower administration urged Congress last week to support a further improvement in government statistics, including important changes for data on retailing, service trades, manufacturers and construction.

The administration's last budget allotted $47,100,000 for current statistics—weekly, monthly, quarterly and annual reports by scores of federal agencies. The total compared with $43,600,000 available for similar purposes this year, and $38,300,000 for the year which ended June 30, 1960.

One of the major recommendations is a new weekly national report on retail sales, to be issued by the census bureau. A similar proposal was advanced last year, but it ran into trouble in the Senate appropriations committee, after department store spokesmen rebelled against a related feature involving the transfer to Census of department store statistics traditionally collected by the Federal Reserve Board.

To guard against a repetition of last year's controversy, the transfer of the department store statistics was dropped from this year's plan.

▪ In an effort to assure a united front for improved retail statistics, the Federal Reserve Board announced that a task force, including representatives of the department stores, has approved a plan which provides that most of the department store information that has been available in recent years will continue to come from Federal Reserve.

More than half of the increase in funds for current statistics was earmarked for production and distribution reports issued by the Department of Commerce and Department of Agriculture. In addition to the new national weekly retail report, the budget also includes a new monthly report on the service trades; monthly and quarterly production information for several major manufacturing industries; and a new construction series covering non-residential expenditures for maintenance, repair and alterations.

The increases for current statistics were described as part of the continuing effort that has been under way in recent years "to achieve a better balanced, more adequate statistical program" for governmental and business users of these data.

▪ The budget recommendation for production and distribution statistics totaled $18,300,000, an increase of about $1,600,000.

About one-fourth of the increase in this category is to finance the additional retail work at the census bureau. Under the plan proposed by the President, the program will provide two weekly retail sales figures: (1) A figure for total retail sales; and (2) a figure representing total sales of so-called "GAAFF stores"—stores handling general merchandise, apparel, appliances, furniture and furnishings. In addition, monthly breakdowns will be supplied for four geographic regions and 20 metropolitan areas.

Another $127,000 would be used to establish a monthly national report on service trades receipts. Separate breakdowns are anticipated for major service trade groups—personal, business, automotive and other repairs, amusement and recreation, and hotels and motels. There are no service trade reports now.

▪ In the manufacturing area, the budget provides $80,000 for improvement in the monthly survey of manufacturers' sales, orders and inventories. Through the use of a larger sample, breakdowns for important industry groups will be considered, and studies are to be made looking toward a weekly series on new orders and sales.

A further $96,000 was provided for reports on additional commodities in the manufacturing series, including production of electronics and electrical equipment, rubber products, drugs and medicines, and selected kinds of machinery.

▪ Among the other major proposals in the budget for current statistics:

- A $140,000 grant to put the new quarterly report on consumer buying intentions on a continuing basis. Since January, 1959, this had been made on an experimental basis under grants from the Federal Reserve Board. Since last summer, the board has been releasing the reports to the public.
- An increase of $1,000,000 from this year's $6,400,000 for population and health statistics.
- An increase to $9,800,000 from $9,000,000 in the field of labor statistics. ≠

Hall, Haerr Names Clark; Adds Danuser, Odor-Aire Units

Hall, Haerr, Peterson & Harney, Peoria, Ill., has appointed Marilyn Clark account coordinator, a new post. Mrs. Clark had formerly been media director of the agency for six years.

Danuser Machine Co., Fulton, Mo., manufacturer of Danuser post hole diggers, driver, blades and attachments, has named Hall, Haerr's Jefferson City, Mo., office to handle its advertising. Jones & Hanger, Kansas City, formerly handled the account. Hall, Haerr also has been named to handle advertising for Rutang Corp., Miami, maker of Starlight cosmetics; H. H. Mundy Corp., Tulsa; Cloud Nine, Denver, maker of air fresheners and cleaners; Shoco Inc., Denver, display material manufacturer; and Tammney Industries, Wichita, automotive product manufacturer. Control of the five companies has been obtained by Charles C. Browning, chairman of Odor-Aire, Wichita. Hall, Haerr also handles Odor-Aire and the Expello division. Billing of the five new companies is estimated at about $250,000.

Candy Institute Launches Push

The Candy, Chocolate & Confectionery Institute, Chicago, organized early in 1960, has launched a three-year public relations program, with a minimum expenditure of $750,000 over the initial three-year period. Funds will be spent through publicity and public relations approaches, with no paid advertising. Theodore R. Sills & Co., Chicago, will handle the program.

Williams & London Adds Two

Industrial Timer Corp., Newark, N. J., has moved its advertising account from Mogul Williams & Saylor, New York, to Williams & London Advertising, Newark. Williams & London also has been named to handle advertising for Charles Ulmer Inc., New York and Annapolis, sailmaker.

Photography by C. W. Smith

"Quality is never an accident.
It is always the result
of intelligent effort.
There must be the will
to produce a superior thing."
JOHN RUSKIN

For the quality you desire
in photoengraving and offset platemaking,
look to Superior!

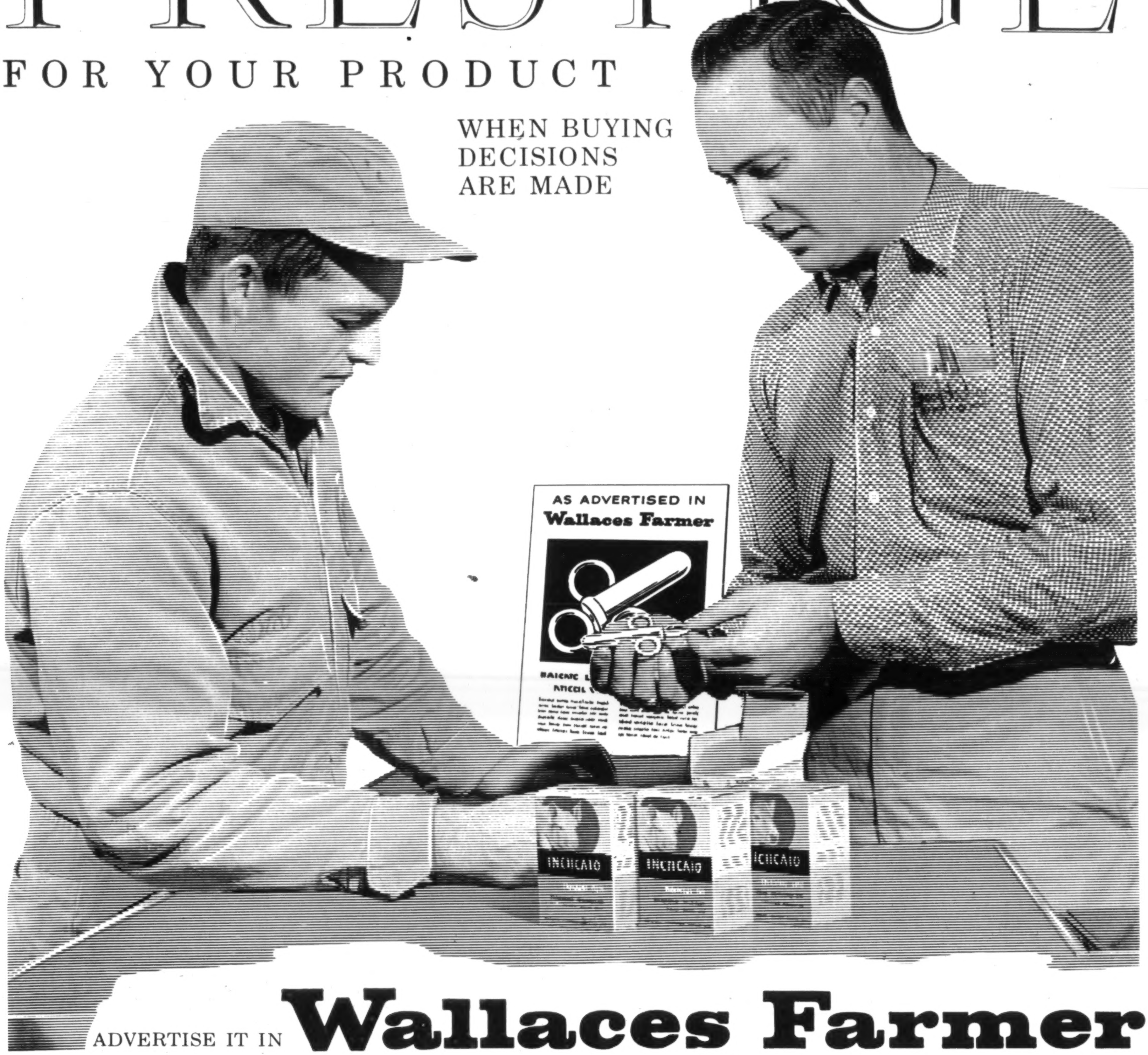
SUPERIOR ENGRAVING CO.
215 West Superior Street
Chicago 10, Illinois
SUperior 7-7070

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

PRESTIGE

FOR YOUR PRODUCT

WHEN BUYING
DECISIONS
ARE MADE



ADVERTISE IT IN **Wallaces Farmer**

Overwhelming Preference At Every Influence Level Proves Wallaces Farmer the Dominating Agricultural Selling Force in Iowa

SURVEY
Wallaces Farmer
PROVED
IOWA
FARMERS
1ST PREFERENCE

If you were to go out tomorrow and conduct a survey of farm publication preference in Iowa, here's what you would find: Iowa farmers name Wallaces Farmer their preferred farm publication 4 to 1 over the next highest publication. Their wives name Wallaces Farmer by the same margin over the next highest general-interest women's magazine.

Your dealers in rural Iowa (that's most of Iowa) prefer Wallaces Farmer—as the place to advertise the products they sell—up to 10 to 1 over the next publication.

Agricultural leaders—county agents—answer by the same margins.

These figures have been substantiated in repeated surveys—are the measure of prestige of Wallaces Farmer in Iowa.

If you want maximum impact on the minds of Iowa farmers and their wives . . . maximum effect on your dealers . . . maximum help from the men who influence farmers, Wallaces Farmer is your hands-down choice. Be absolutely sure it's on your advertising schedules.

In 1960, Wallaces Farmer ranked first among all farm publications in commercial advertising lineage.

WALLACES FARMER
1912 Grand Avenue, Des Moines 5, Iowa

Member of **MIDWEST FARM PAPER UNIT,** 35 E. Wacker Dr., Chicago 3; 250 Park Ave., New York 17 • West Coast Representative: TOWNSEND, MILLSAP & CO., 110 Sutter St., San Francisco 4; 159 S. Vermont, Los Angeles 4

OFF THE BEATEN PATH?

Perhaps! But that's where American Home loves to roam. Anything new and provocative is fair game for its adventurous young editorial staff. In this instance, they've taken indoor foliage out of its rut and transplanted it with bold imagination into the pages of American Home. This is the kind of imagination that sends 12,000,000 men and women prowling through every issue, on the alert for things to do, things to buy. American Home is their happy hunting ground for helpful ideas. It devotes a lion's share of pages to meal-planning, gardening, building, decorating and remodeling. Result? A roaring success with advertisers . . . a rousing hit on newsstands. Why beat the bushes for prospects? American Home puts you on target.

AMERICAN
HOME

. . . THE MOST EXCITING THING
THAT'S EVER HAPPENED TO
HOME SERVICE MAGAZINES.

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, N. Y. 36

Cappy Ricks Adds Five

Cappy Ricks & Associates, Seattle, has added five new accounts. They are Pay 'n Save Drug Stores, operator of 12 retail drug outlets in western Washington and Oregon; Ernst Hardware Group, operator of a chain of seven stores in the Seattle area; University Village, Seattle shopping center; Leavitt Bros., women's apparel shops in the Puget Sound area; and Hill, Darlington & Grimm, Seattle stock brokerage company.

Jones Joins Stop & Shop

Clifford Jones Jr., formerly advertising sales manager of American Airlines, New York, has joined Stop & Shop, New England supermarket chain, as Hartford division supervisor of advertising, sales promotion and pr.

Discounts UP TO 20%

CALLER-TIMES NEW BULK AND FREQUENCY DISCOUNTS

Now, consistent advertising pays TWO ways in the 23-county Tip of Texas market! Pays in results from a million ready-to-buy customers. Pays in rate savings with the Caller-Times' new bulk and frequency discounts to contract advertisers. See Standard Rate & Data or write for new rate schedules.

CIRCULATION **91,439** ABC 9-30-60

The Corpus Christi Caller-Times

CORPUS CHRISTI, TEXAS
National representatives
TEXAS HARTE-HANKS NEWSPAPERS
Dallas New York Chicago

Optional member of THE TEXAS GROUP
Represented by The Branham Company

Radio Listening, Summer, 1960

*Pulse Report on Listening Added by Out-of-Home**

Market[1]	In-Home Listening	Out-of-Home Listening	Total Audience	% Added by Out-of-Home
Atlanta	11.6	4.4	16.0	38.0
Baltimore	11.9	4.8	16.7	40.4
Birmingham	12.3	4.6	16.9	37.4
Boston	14.3	4.1	18.4	28.7
Buffalo	15.9	6.2	22.1	39.0
Chicago	13.1	4.9	18.0	37.2
Cincinnati	11.7	4.6	16.3	39.3
Cleveland	16.5	5.3	21.8	32.1
Columbus, O.	15.4	3.7	19.1	24.0
Dallas	13.0	5.0	18.0	38.4
Detroit	11.9	4.9	16.8	41.2
Fort Worth	12.9	4.8	17.7	37.2
Houston	14.2	5.1	19.3	35.9
Kansas City	16.3	4.7	21.0	28.8
Los Angeles	16.8	5.7	22.5	33.9
Miami	17.2	5.2	22.4	30.2
Milwaukee	17.5	4.6	22.1	26.3
Minneapolis-St. Paul	15.1	3.8	18.9	25.2
New Orleans	11.3	3.5	14.8	31.0
New York	14.9	5.6	20.5	37.6
Philadelphia	15.2	4.7	19.9	30.9
Pittsburgh	13.6	4.9	18.5	36.0
Portland, Ore.[2]	18.5	3.8	22.3	20.5
Richmond	13.7	3.7	17.4	27.0
St. Louis	15.3	4.1	19.4	26.8
San Diego	15.3	4.8	20.1	31.4
San Francisco	16.6	4.6	21.2	27.7
Seattle	16.2	4.3	20.5	26.7
Washington	12.4	4.8	17.2	38.7
Average, 29 Markets	14.7	5.0	19.7	34.0%

*Figures on "homes using radio" cover 6 a.m. to Midnight, Sunday-thru-Saturday. All figures expressed as % of radio families surveyed. [1] All areas surveyed in July-August 1960 except Miami—June-July; Chicago, New York, Washington—August only; Cleveland, Dallas, Fort Worth, Houston, Kansas City, Pittsburgh—August-September. [2] Rating based on Monday-Friday only.

Hicks & Greist Adds Two Accounts; Names Gebhardt

Hicks & Greist, New York, has been named to handle advertising for Walworth Co., industrial valve manufacturer. The account will move out of G. M. Basford Co., Walworth's agency since 1933, March 1. Account supervisor will be Clifford W. Gulbransen, who has handled the business at Basford for seven years. Hicks & Greist also has named William Gebhardt, formerly with Bearden-Thompson-Frankel, an account executive.

Hicks & Greist's Boston operation, Hicks, Greist & O'Brien, has been named by H. P. Hood & Sons, Boston, for advertising of Hood MDR (Minimum Daily Requirement), a new 900 calorie diet food. All other Hood product advertising will continue to be handled by Kenyon & Eckhardt.

Brockway Combines Broadcast Properties as Single Division

The *Watertown Daily Times*, Watertown, N. Y., has created a broadcast division to consolidate its three broadcast properties under a single corporate roof. The move involves WCNY-TV and WWNY, radio station, both in Watertown, and WMSA, Massena, N. Y. James W. Higgins, formerly director of WCNY-TV, has been named general manager of the division. Both the newspaper and broadcast properties are owned by Brockway Co., Watertown.

Donnelley Boosts Houghton to Publisher of Three

Alfred J. Houghton, formerly ad director in New York of three Reuben H. Donnelley Corp. publications—*Water Works Engineering, Wastes Engineering* and *Fire Engineering*—has been named to the new title of publisher of the three books. He retains responsibility for advertising.

At the same time, Frank Mack, circulation manager, has been named circulation director.

Newhouse Amends Suit

Samuel I. Newhouse's Morning Ledger Co., Newark, N. J., has filed a proposal for an amended petition charging mismanagement on the part of the publishers of the *Union News* and *Sunday Republican*, Springfield, Mass. Mr. Newhouse has a 40% interest in the Springfield newspapers. A month ago a similar suit was dismissed.

Bureau Adds 4 Members

The New England Newspapers Advertising Bureau has added four new members to increase its representation to 46 of the region's dailies. They are the *New Haven Register; New Haven Journal-Courier;* the *Sun*, Lowell, Mass.; *Press-Herald* and *Express*, Portland, Me.; and the *Bangor Daily News*.

Gerstenkorn Joins Smalley

Henry Gerstenkorn has joined Smalley & Smith, Hollywood agency, as vp. Mr. Gerstenkorn was formerly with Neale Advertising Associates.

Chicago Agencies Score Net Gain of 2 in '60, 'P-D' Reports

CHICAGO, Jan. 24—The number of agencies in Chicago—as recorded by the *St. Louis Post-Dispatch's* annual directory card—has risen during 1960 to 264, from 262 listed in the previous edition.

The listing for 1961, reflecting changes during 1960, shows that at least three agencies altered their names during the year. They are: Robert Haas Advertising (formerly Rothbardt & Haas Advertising); Wexberg-Arlen Advertising (formerly H. M. Wexberg Advertising); and Presba, Muench (previously listed as Presba-Fellers & Presba).

Directory newcomers are: Armstrong Advertising Agency; Bentley, Barnes & Lynn; Aaron Cushman & Associates; Zed R. Daniels Inc.; W. N. Davidson Advertising Agency; J. H. Fisher & Associates; Burton G. Feldman Inc.; Jordan, Sieber & Corbett (a veteran medical agency appearing for the first time in the listing of general agencies); Oscar Katov & Co.; R. P. Kirkgasser Advertising; Stuart Klipp Advertising; Marc-Reid Advertising; Merchandising Advertisers; Ritz Sal Advertising Agency; and Albert Jay Rosenthal & Co.

■ No longer listed is Baker, Tilden, Bolgard & Barger, which merged with Compton Advertising last Feb. 4 in a stock exchange arrangement. The Chicago office of Guild, Bascom & Bonfigli, San Francisco, has been closed. H. W. Kastor & Sons Advertising Co. is in existence but is no longer on the *P-D* list; its personnel and accounts moved over to Wade Advertising (AA, Oct. 24).

Other Chicago agencies that have disappeared from the *Post-Dispatch* listing are Burnett & Logan; William Futterman Advertising; Grossfeld & Staff; Hitchcock & Becker; Ewing Hutchison Co.; McGiveran-Child Co.; Olumstad Advertising Agency; Stuart Potter Co.; Charles O. Puffer Co.; and Gage Rex Wamsley.

■ Publishers' representatives during the period have increased to 354 from 343 (the figures are 349 and 338, respectively, if the five dailies represented by Million Market Newspapers are not included separately).

Broadcast representatives increased from 58 to 59.

Michigan Ave. remains the "ad row" of Chicago, with 85 agencies, 159 publishers' representatives and 32 broadcast sales offices having Michigan Ave. addresses. The Prudential Bldg., just off the famous boulevard, boasting 7 agencies, 11 publishers' representatives and 6 broadcast reps, adds to the Michigan Ave. concentration. Wacker Drive has 29 agencies, 39 publishers' reps and 16 broadcast representatives.

■ Summary of the figures represented in the *Post-Dispatch's* listings for the past seven years follows:

Card dated January	Agencies	Publishers' Reps.	Broadcast Reps.
1949	272	332	47
1955	268	331	51
1956	261	340	52
1957	261	340	56
1958	259	351	56
1959	262	347	59
1960	262	338	58
1961	264	349	59

Hayden Adds Account

The Tubular Products division of Sumitomo Shoji, New York, has appointed Hayden Advertising, Montclair, N. J., to handle its advertising. The new division will handle all sales and promotion in the U. S. for the stainless steel tubular products manufactured by Sumitomo Metal Industries Ltd. of Japan.

IMPORTANT FRENCH ADVERTISING FILM PRODUCER

Seeks Exclusive Representation In The United States.

This Company produces 300 advertising films every year for France and other countries, for both cinema and television, in live action and animation.

Their studios are the most modern in Europe, equipped with the most up-to-date techniques, which enable the working out of any cinema process.

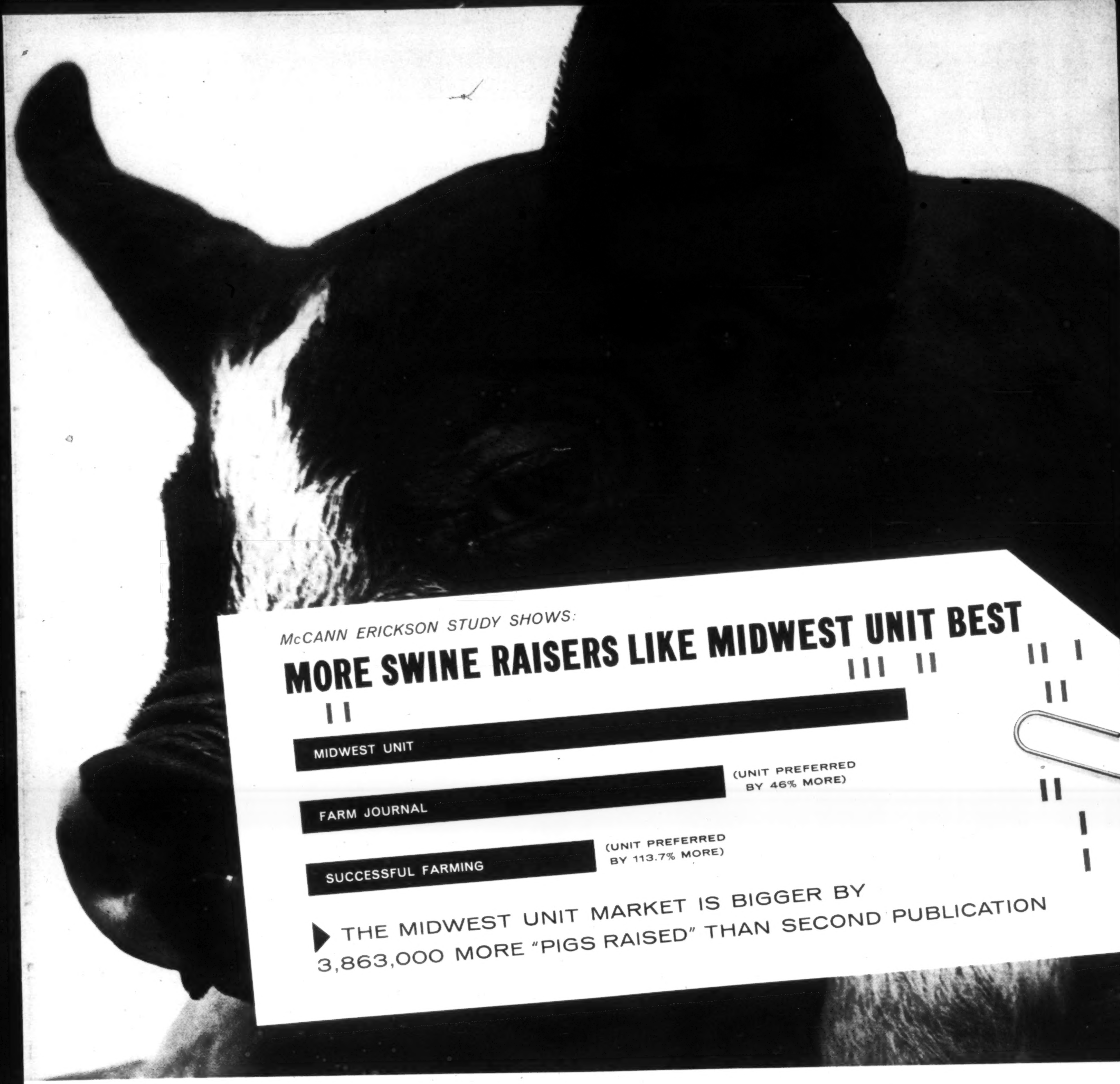
Their production teams have been awarded

—**The Grand Prix at the International Advertising Film Festival,**
—**The Grand Prix of the French Advertising Film,**
—**The Grand Prix at the Festival of Buenos Aires**
and many other prizes.

The sole agency may be granted to A SPECIALIZED COMPANY which would not themselves produce advertising films, or to A DYNAMIC SALESMAN, with a good connection among advertising agencies, and having first class professional and personal references.

This exclusive representation may also be granted to AN ADVERTISING AGENCY which, while guaranteeing a yearly minimum footage, would be the only one in the States able to offer its clients a world-renowned production service.

Apply to Box 562, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

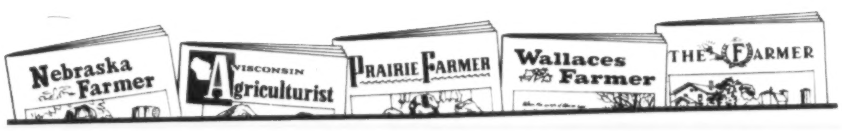

McCANN ERICKSON STUDY SHOWS:
MORE SWINE RAISERS LIKE MIDWEST UNIT BEST
MIDWEST UNIT
FARM JOURNAL
(UNIT PREFERRED BY 46% MORE)
SUCCESSFUL FARMING
(UNIT PREFERRED BY 113.7% MORE)
▶ THE MIDWEST UNIT MARKET IS BIGGER BY 3,863,000 MORE "PIGS RAISED" THAN SECOND PUBLICATION

Your Unit bonus: Top choice with top income farmers

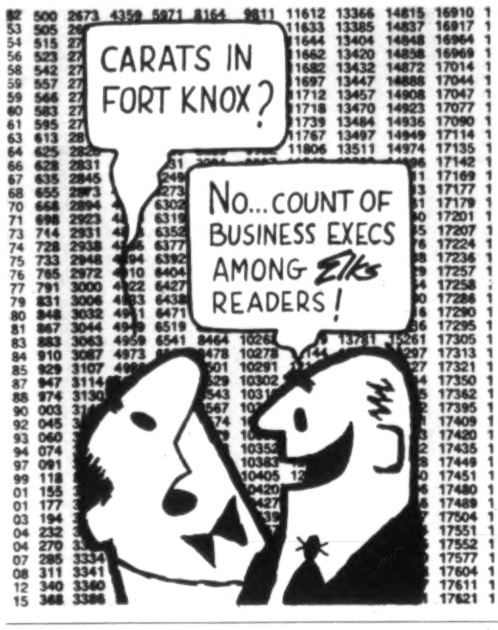
In every classification—swine, dairy, poultry, corn, cropland, tractors, trucks—total preference and preference of the top producers go to Midwest Farm Paper Unit. The new McCann Erickson study is packed with useful, unbiased facts and figures. It gives you a new measure of your sales potential in "the world's richest farm market"—a new gauge of effective advertising coverage. Write your nearest sales office for a free copy of this eighty-two page study now.

The UNIT STATES OF AMERICA
N DAK
MINN
WIS
S DAK
IOWA
NEB.
ILL
IND

MIDWEST UNIT *Farm Papers*


Nebraska Farmer
Wisconsin Agriculturist
Prairie Farmer
Wallaces Farmer
The Farmer

SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, New York • 110 Sutter St., San Francisco 4
159 S. Vermont Ave., Los Angeles 4.


CARATS IN FORT KNOX?
No... COUNT OF BUSINESS EXECS AMONG Elks READERS!

Elks has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—33.8%. Only 1 magazine of all 54 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of $7176 . . . and explains why ELKS leads more ownership classifications than any other men's magazine reported.

This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

WWTV-AREA FAMILIES BUY 54% MORE FOOD THAN NORTH DAKOTA!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

WWTV, Cadillac-Traverse City, *alone* serves an area with *54% more food sales* than the entire state of North Dakota*.

WWTV is the undisputed leader in Northern Lower Michigan television, delivering more homes than Station B in 433 of 450 competitive quarter hours surveyed, 8 a.m.-Midnight, Sunday through Saturday (NSI, Cadillac-Traverse City—June 6-July 3, 1960). To match WWTV's 36-county coverage you would have to use 13 daily newspapers or 16 radio stations.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having! *If you want it all, give us a call!*

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

**WWTV-area food sales are $219 million compared to $133.9 million for North Dakota. (Source: SRDS, October 15, 1960)*

AM–TV–FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282' TOWER ● CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Joan Gilday, daughter of **J. Frank Gilday**, vp of Communications Affiliates, a subsidiary of McCann-Erickson, is engaged to William Mulderig, a student at the Fordham University school of law . . . A June wedding is planned for Susan Boasberg, daughter of **Charles Boasberg**, general sales manager for Warner Bros. Pictures, and Richard Udell, with the Bentley Chemical Corp. in Beverly Hills . . . It will be a May wedding for **Gail Waldman** of Benton & Bowles and Stephen M. Kittenplan of Chopak-Kittenplan Corp. . . .

Norman Reader, pr manager for several divisions of Air France, has been named a Chevalier in the Legion of Honor, France's highest military and civilian order—to add to his collection of honors, which already includes the French Republic's l'Ordre du Merite Touristique and the Lafayette Medal . . .

William H. Good, assistant national ad manager of the *New York Times*, is now a full colonel in the 77th infantry reserve division . . .

Bill Stevens has left the advertising business—he was associate director of research at Dancer-Fitzgerald-Sample—to join the marketing faculty of the graduate business school of New York University. He'll do consulting work on the side . . .

JACK STROUD, a GIANT of a PRINTS!
ORVAL WELLS
CARRYING THE PIGSKIN FOR A. S. GILMAN
MIKE SYNTAX

Marek Dunn Hausser

CAMPAIGNERS—*Cleveland Women's Adclub members rallied 'round to choose their "Prints Charming of 1961" in a contest for graphic arts people held as part of National Printing Week observance. Newly crowned Prints Charming was Michael Syntax, president of Syntax Advertising, who was campaigned for by Janet Hausser. Chosen "Students Prints" were Orval Wells, account exec for Horn Ohio, with his campaigner Elaine Marek, and Jack Stroud, sales rep for A. S. Gilman Inc., with campaigner Patricia Dunn.*

William D. Patterson, associate publisher of *Saturday Review*, has been invested with the insignia of Officier of France's Ordre du Merite Touristique by M. Jean Sainteny, French state secretary for tourism. Mr. Patterson, who is general allied vice-chairman of the American Society of Travel Agents and official rapporteur of the International Union of Official Travel Organizations, received the citation for his "authoritative reports" on travel trends and his record as a "devoted friend of France" . . .

Florence M. Kellow, exec vp of Kretschmer, Kellow & Dinner, Scranton, Pa., has taken on the additional duties of director of public relations for Keystone Junior College, La Plume, Pa. . . .

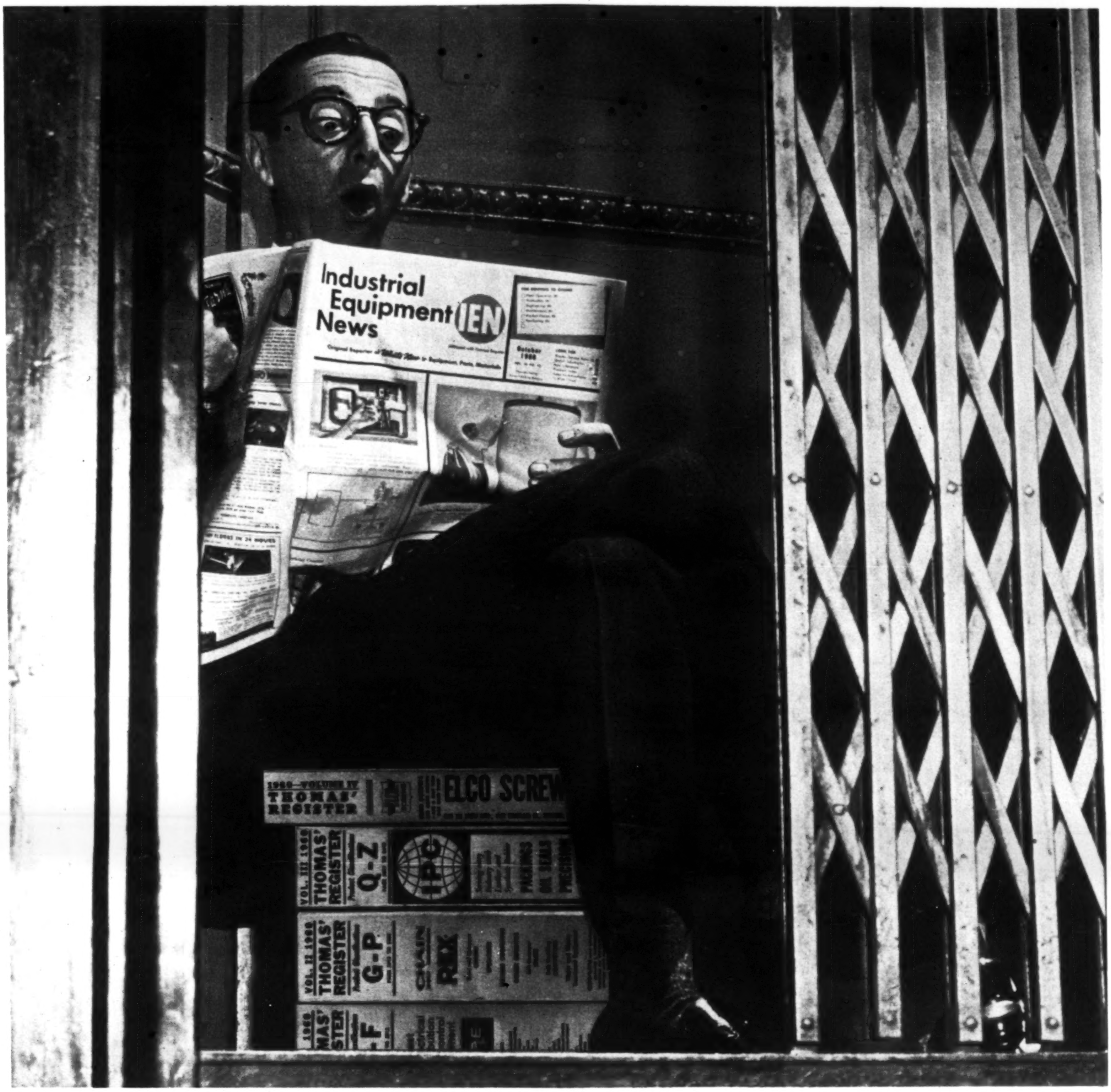
The third annual NBC contest for promotion campaigns supporting 1960-61 NBC-TV network programs has ended with the five top winners getting a week's trip to Hollywood. The five lucky promotion managers: **Charles Cash**, WSM-TV, Nashville; **Arthur Garland**, WRGB, Schenectady; **Kirt Harriss**, KPRC-TV, Houston; **James Knight**, WTRF-TV, Wheeling, W. Va., and **Keith C. Strange**, WFBM-TV, Indianapolis . . .

John Falls retired Jan. 13 after 38 years as a member of the billing department of the Katz Agency, New York, newspaper representative . . .

A third son, Richard Anthony, was born Jan. 6 to **Timothy O'Leary**, an account executive with Reach, McClinton & Co., New York . . .

2nd Lt. **Robert A. Rosen**, advertising and sales promotion manager of Zenith Radio Corp., has been named group information services officer of the 105th fighter group. He'll be responsible for the base publication as well as pr for the group, which is located at Westchester County Airport . . .

The William H. Johns chapter, Alpha Delta Sigma, at the Bernard Baruch School of City College of New York, inducted eight advertising leaders as professional members at a dinner Jan. 25. The newly honored are **Norman E. Cash**, president of TvB; **William Flower**, vp of Outdoor Advertising Inc.; **Murray Gross**, sales promotion director of TvB; **Ed McCabe**, vp in charge of sales promotion, Seagram Distillers; **William H. Mee**, general manager and executive director of Point-of-Purchase Advertising Institute; **Fred Messner**, vp of G. M. Basford; **Louis Reinhold**, president of Richmond Advertising Service; and **George Sacks**, research director of *Family Circle* . . .



PORTRAIT OF A BUYER ON THE WAY UP

This young man makes a habit of discovery. No wonder he's going up so fast!

You see, when his boss wants product information our hero knows where to find it.

Finding product information quickly, when it's wanted, is no mean trick. But early in his career every buyer learns that his one unfailing source is Thomas Publishing Company.

Think of Thomas Publishing as product information headquarters—because each year they compile 10,000 pages of product listings and sources in four huge volumes called Thomas Register. That's why buyers refer to TR 70,000 times a day—because it is complete.

For similar reasons, buyers study their monthly copy of Industrial Equipment News—looking for product news and information. Their purposeful shopping almost always produces inquiries that lead to sales. That's because IEN is read by 81,000 men whose job is buying.

To sell more to industry, advertise in IEN and TR. They're published by Thomas, product information headquarters for the men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters
461 EIGHTH AVENUE, NEW YORK 1, N. Y.
Phone: OXford 5-0500

Three Fifths of Chicago's Married People are Separated

...from your advertising when you run it in any one newspaper

Chicago's married people buy a lot of goods. They're avid newspaper readers, too—more than 7 of 10 read a newspaper every day. Yet your advertising *misses* from 60.3% to 79.3%*—better than three-fifths—of Chicago's married people when you use *just one* Chicago newspaper.

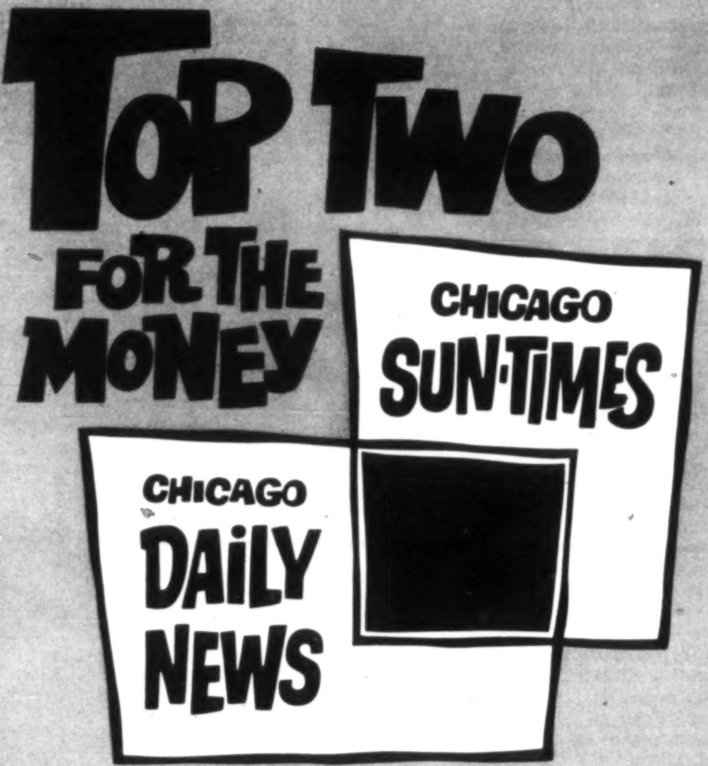
The lesson to be learned is obvious. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Chicago Sun-Times and Chicago Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 54 to 376 more readers per dollar, from *28* to *238* more *married* readers per dollar than any other 2-paper combination.

"Chicago Now"

*"Chicago NOW," the first Chicago market study ever made in consultation with the Advertising Research Foundation, supplies some shocking figures—and some important new ideas—about *today's* Chicago market. If you don't already have a copy, call your Sun-Times and Daily News representative today.

**Based on 1000 line B/W ad*



CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
ATLANTA
LOS ANGELES } Sawyer-Ferguson-Walker Co.
SAN FRANCISCO
MIAMI BEACH: Hal Winter Co.

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright, 1961, Field Enterprises, Inc.

FCC Gives Tentative Okay to Hartford Pay TV Experiment

WASHINGTON, Jan. 24—The Federal Communications Commission last week tentatively decided to grant the pay tv test in Hartford.

The commission has instructed its legal staff to draw up a decision approving the test. A final vote will come after the commission gets back a report from the staff.

The tentative okay for the pay tv trial comes a little over a month after FCC's broadcast bureau said that there's "no substantial reason" why the public interest would not be served by granting the application of RKO-General, Zenith Radio Corp. and Hartford Phonevision Co. for the pay tv test. The bureau told the commission that RKO and Zenith appear to have taken every possible precaution to comply with the letter and spirit of FCC's conditions (AA, Dec. 12).

■ In week-long hearings on the application last October, Thomas S. O'Neil, chairman of the board of RKO General and president of its subsidiary, Hartford Phonevision Co., told the commissioners that the pay tv station, WHCT, would not be in contention with commercial television (AA, Oct. 31).

Mr. O'Neil specified that WHCT would carry only those programs that couldn't get to Hartford any other way. In addition, he said RKO and Phonevision are willing to commit themselves to a "bona fide exploration" before dealing with program packagers who bypass Hartford in a network hookup, while including other big cities. #

Random Tours Allocates $100,000 Ad Budget in 1961

Random Tours, San Francisco, has allocated $100,000 for advertising the 45 tours it will conduct in 1961. Media used will include *The American Weekly*, Pacific Coast edition; *Sunset Magazine; Travel Agent; Travel Weekly;* two editions of the *Wall Street Journal;* and *Western Farm Life*. Sunday travel sections in newspapers in San Francisco, Sacramento, San Jose, Los Angeles, Seattle, Portland and Denver, plus newspapers in key marketing areas and radio in selected markets will also be used. Random attributes its growth in sales from $479,000 in 1958 to $2,200,000 in 1960 to its "constantly expanding advertising program."

CBS Offers More 'Gunsmoke'

CBS-TV has decided to give its viewers a lot more "Gunsmoke" next season. The western, a favorite since its tv debut in September, 1955, as a Saturday (10 p.m., EST) attraction, will be lengthened from 30 minutes to an hour, thus affording the network a half-hour overlap into non-option time. Coincidentally, James Arness and his crew will be offered in a re-run series Tuesdays at 7:30 p.m., EST. Presumably to console stations over the loss of 10:30 to 11, the Tuesday night series will be theirs to sell locally. They will pay a program service fee to the network for the show.

Paul Elected Club President

Robert A. Paul, advertising director of Hoffman Fuel Co., has been elected president of the reactivated Advertising Club of Bridgeport, which has been dormant for more than six months. Other new officers include Raymond Colonari, station manager of WICC, vp; Helen Baron, director, Commercial Letter Service, secretary; and Martha Davis, Borden-Mitchell Dairy, treasurer.

Along the Media Path

WXYZ-TV, Detroit, recently held an open house for all Detroit area Drewrys distributors, local golf professionals and executives of MacFarland, Aveyard & Co., agency for Drewrys Ltd., as a kick-off celebration for its new show, "Motor City Golf."

- **House Beautiful** will launch a special program to spur consumer interest in home building and home improvement in the spring. The program will include the preparation of a special newspaper supplement on new home building and on home improvement, which will be mailed to 1,500 newspapers.

- **Playboy** has signed a six-year lease for a one-story and basement building to serve as an addition to its present building. It will house the expanding activities of the magazine and International Playboy Clubs, one of its subsidiaries.

- Presentation of the first annual **Glass Digest** "Dealer of the Year" award will be made February 4 in Detroit at the 13th annual convention of the National Auto & Flat Glass Dealers Assn. The magazine will present the award to the member of the association who has done most for the industry through NA&FGDA.

- **Ladies' Home Journal** began promotion of its new editorial series, "How America Spends its Money," by enclosing a reprint of the first of the series from the January issue in a two color folder and sending them to more than 1,500 advertising and agency executives

Bell Fromow Nichols

SILVER BELL AWARD—*Marie Fromow, Good Housekeeping's beauty editor, receives a sterling silver bell from Jesse Bell, president of the Bonne Bell Co. Wade Nichols, Good Housekeeping editor, looks on. Miss Fromow received the first annual "Bonne Bell Creative Award" for new product development and promotion ideas and for the broad interest shown by the magazine in the company's business during the past year.*

How a Spokane Retailer* Sells a market that's

"My customers come not from metropolitan Spokane alone but from the total 36-County Spokane Market."

* Pay Less Drug Store is the world's largest self-service drug store. Pay Less recently opened its second store, and ground has been broken for a third.

"Since Pay Less Drug Store was established over 28 years ago, 95 per cent or more of our ad budget has been devoted to newspapers. And we have had substantial sales increases in every succeeding year during this period. This success is largely due to the fact that our advertisements in The Spokesman-Review and Spokane Daily Chronicle sell merchandise to people throughout the 36 counties of the Spokane Market."

JOE O'LAREY
PAY LESS DRUG STORE
SPOKANE, WASHINGTON

throughout the country. The series will continue throughout the year.

• In a joint merchandising effort **Life** and Curtiss Candy Co. sponsored a crossword puzzle contest. Puzzles were sent to 1,000 key candy buyers. A total of 160 replies were received and each entrant was sent a miniature copy of *Life's* first issue. Entrants having the correct answers received 40 Dell books. As a sweepstakes prize, *Life* donated a set of its *Life* books. Clinton E. Frank Inc. was the agency.

• Broadcast Pioneers will present the first annual "Mike Award" to **WLW**, Cincinnati, on Feb. 26 at a reception and dinner in New York. The "Mike Award," a gold-plated actual "ribbon" microphone of pioneer radio days and its accompanying plaque will be awarded to the station "for its distinguished contribution to the art of broadcasting, and in recognition of pioneering in development of the field of entertainment, leadership in engineering development, and advancement of the careers of performing artists."

• More than 4,000 skiing beginners have enrolled in the third annual ski school sponsored by the **Detroit Free Press.** Each participant receives five lessons, one at each of five local ski areas. Each weekly lesson lasts 45 minutes. Afterwards, the skiers may use facilities at the five areas at a reduced rate.

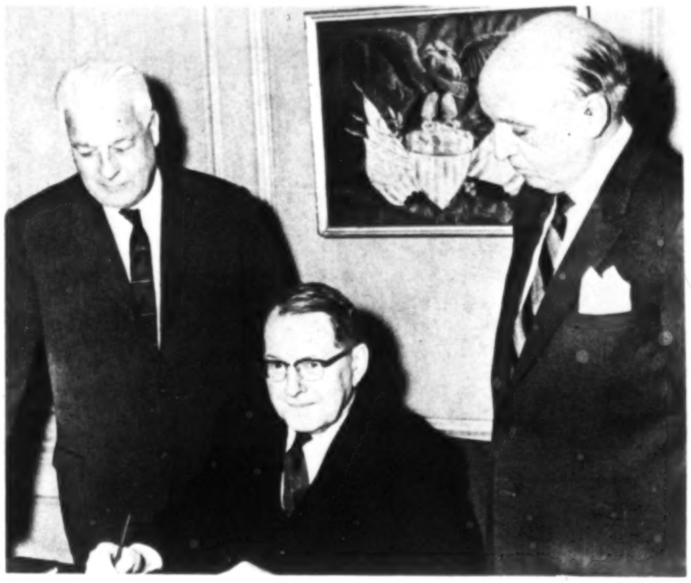
• For the second consecutive year, New York Employing Printers Assn. has cited the new **Metropolitan Opera Program,** now published by Saturday Review Inc., and has included it in its current 19th Exhibition of Printing at the Hotel Commodore.

• Executive House, Washington, became the first advertiser to avail itself of a **Washington Post's** Page 1 reader when it ran a three-line ad at the regular card rate of $32.50 a line on Jan. 21. The ad was run to direct attention to a larger ad inside, reporting that the hotel's 200 rooms wouldn't be ready until well after the inauguration. The larger ad also appeared the same day in the *Washington Star*. Maurer, Schuebel & Fleisher, Washington, is the agency.

• The **Sunday Inquirer**, Philadelphia, will publish a Civil War Centennial Issue of its *Today Magazine* on April 9. The issue will be a Civil War chronicle in pictures and text.

• Evinrude Motors will run a 12-page insert on boating fun, "Fun Guide," in the February issue of **Popular Science,** marking the first boating booklet-style ad ever carried by the magazine.

• In an effort to call attention to its position on the dial, 79, and its over-all changes in radio programming, **WQXI**, Atlanta, sent four of its prettiest representatives, the "Dough Girls" to the streets to sell silver dollars to strolling pedestrians for 79¢ each.



Reilly Gortatowsky Kern

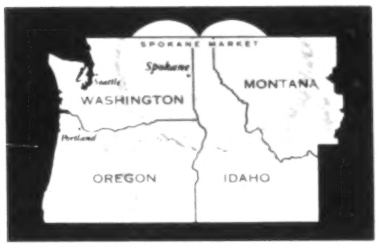
EXPANDING—*J. D. Gortatowsky, chairman of the board of Hearst Consolidated, puts his signature on a contract for new plant equipment for the Baltimore News-Post & American. Flanking Mr. Gortatowsky is C. S. Reilly, vp of Goss Co., equipment maker, and W. G. (Hap) Kern, general manager of Hearst Newspapers. Contracts represent part of a $7,750,000 construction and expansion program in Baltimore for the newspaper and the Hearst-owned radio and tv station, WBAL.*

• **KMOX**, St. Louis, has been singled out for praise by the Grand Jury Assn. of St. Louis for its editorial No. 33, one of a series of broadcast editorials entitled, "KMOX Radio Takes a Stand." The editorial contained suggested changes in the grand jury system, including the impaneling of a grand jury with media present. The station noted that this would help in making the system operate effectively. #

WTVP Promotes Lindsey

Don V. Lindsey has been promoted from salesman to the new post of regional sales manager of WTVP, Decatur, Ill.

4 TIMES AS BIG AS IT LOOKS



Here's proof the Spokane Market is the one big exception to the Metro area concept of measuring a market.

Pay Less Drug Store doubled, tripled, even quadrupled sales in just a few years — *and principally because of customers who live in 35 counties outside Metropolitan Spokane!*

Over 1.1 million people live in the Spokane Market. Their income exceeds $2.1 billion annually. They spend over $1.4 billion at retail.

No Pacific Northwest sales job is complete until this major market is sold. Papers published in coastal cities 300 miles away can't do it. It can be sold economically, effectively *only* from Spokane — with the two dailies Spokane Market families consider "local" papers: The Spokesman-Review and Spokane Daily Chronicle.

These Spokane dailies reach over 9 out of 10 families in Metro Spokane; 7 out of 10 families in the 24-County Retail Trading Zone; approximately 5 out of 10 families in the FULL 36-County Spokane Market.

They penetrate to the very core of buying impulses . . . cause thousands to buy merchandise in local stores throughout the 36-County Market . . . prompt thousands more to travel to Spokane and shop.

Whether you sell drugs, general merchandise or food the Spokane Market is an "A" Schedule *must — a market 4 times as big as its metro area!*

Give your business the stimulus of an advertising campaign in The Spokesman-Review and Spokane Daily Chronicle.

Measuring Only the Metro Area Misses the Real Sales Volume of the Spokane Market

	Metropolitan Spokane	36-County Spokane Market
POPULATION	**291,100**	**1,159,200**
NET INCOME	**$578,498,000**	**$2,118,727,000**
RETAIL SALES	**$379,688,000**	**$1,428,990,000**

Source: Sales Management, "Survey of Buying Power," July 10, 1960

Spokane is a Burgoyne Grocery and Drug Test City

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

WTRF-TV STORY BOARD

T. R. Effic!

A pretty southern gal in a low-cut dress met her beau who told her he liked her gown. "Sho 'nuff?" she exclaimed. Blushing, he said, "Sho does!"

wtrf-tv Wheeling

Overheard in a Hollywood night club: "You and your suicide attempts . . . did you see our gas bill this month?"

Wheeling wtrf-tv

A naval destroyer is a hula hoop with a nail in it?

wtrf-tv Wheeling

The Wheeling-Steubenville Industrial Ohio Valley dominated by WTRF-TV from Wheeling ranks 34 on the Agency List of Top 100 U. S. TV Markets. Good buy? . . . better buy! Ask George P. Hollingbery.

Wheeling wtrf-tv

Before his death, the operator of a filtering plant willed his brain to a scientist. Although the scientist was sad to hear of the man's death, he was overjoyed to get his brain. After all, it was the scientist's first chance to see a filtering man's thinker.

wtrf-tv Wheeling

Ad in local paper: Friend with a very small sports car is looking for someone else with a very small car . . . object . . . to share parking meter.

Wheeling wtrf-tv

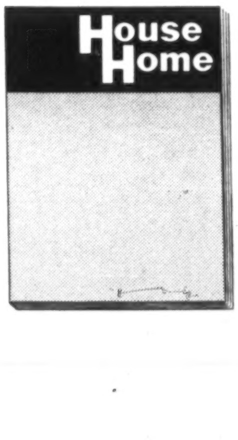
WTRF-TV's promotion man, Jim Knight, copped another big NBC Promotion Award for WTRF-TV. With top ratings, awards, and big results for advertisers, you have just a few of the good reasons why WTRF-TV is a TOP TV MARKET BUY! Oh, yes, and even a merchandising plan.

CHANNEL SEVEN NBC **WHEELING, WEST VIRGINIA**

In America's biggest industry almost everybody who is important to YOUR reads HOUSE & HOME

HOUSE & HOME is the basic buy for
housing product advertising *because*
no matter whom you want to reach with your sales message
HOUSE & HOME gives you the most effective coverage
at the lowest page-per-thousand rate
offered by any businesspaper in the world

......so almost everybody advertises

In 1960, housing product manufacturers and their agencies concentrated
far more advertising pages *(at least 500 more)*
far more advertising dollars *(at least 50% more)*
far more impact-insertions *(at least 100% more multiple page campaigns)*
far more color advertising *(at least 75% more)*
in  than in either of the vertical builder books

SELLING

more architects
more mortgage lenders
more realtors
more dealers
more distributors
more appraisers
more land developers
more prefabricators
&
more builders of
more houses

BIGGEST in **House & Home** *published by* TIME INC.

COMPETITIVE ADVERTISING: total pages and dollars — 1960

	HOUSE & HOME	Builder Magazine #1	Builder Magazine #2
Total Pages	2074-1/2	1540-7/12	1509-1/24
Total Revenue	$3,039,875	$1,960,152	$1,690,080

IMPACT ADVERTISING: multiple-page insertions — 1960

	HOUSE & HOME	Builder Magazine #1	Builder Magazine #2
Total Pages	370	175*	125*
Total Accounts	40	20	21

FOUR COLOR ADVERTISING — 1960

	HOUSE & HOME	Builder Magazine #1	Builder Magazine #2
Total Pages	357	201	129
Total Accounts	110	56*	51*

* Most of these pages also appeared in HOUSE & HOME. (Total revenue based on 12 time B & W rate)

Tandy Gets Sergeant's

Sergeant's Dog Medicines Ltd., Toronto, has named Tandy-Richards to handle its advertising and sales promotion in Canada. The account was formerly handled by N. W. Ayer & Son, Philadelphia, which continues on the U.S. end of the business.

WANTED AD AGENCY AFFILIATION

Established public relations firm with headquarters in New York interested in affiliation with medium-sized advertising agency which does not now have public relations department. OR will consider purchase of existing agency PR department.

Can provide excellent bank and professional references. All replies in strict confidence.

Reply Box 565
Advertising Age, 630 Third Avenue
New York 17, N.Y.

Information for Advertisers

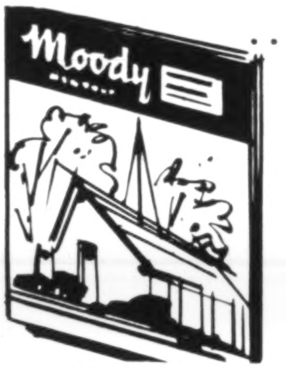
A nationwide study of (1) truck ownership and (2) trade magazine readership, among plumbing, heating and cooling contractors and wholesalers, has been published by **Domestic Engineering.** Conducted by Market Facts, the study is available for examination on request from *Domestic Engineering*, 1801 Prairie Ave., Chicago 16.

• Up to date cumulative information on new products, new sizes, price increases, price decreases, changes in product names and discontinued items are included in the new January, 1961, "Drug Topics Red Book Cumulative Supplement." In addition, it contains the names of new manufacturers of drug store products. Priced at $2.00 each, copies are available from the Directory Division, **Topics Publishing Co.**, 10 E. 15th St., New York 3.

• "The Swedish Market 1960-61," a 124-page guide to successful selling in Sweden, has been published by the **Swedish Selling & Advertising Assn.** Included in the report are articles on Sweden as a market, general importance of distribution, direct mail advertising in Sweden, vital statistics of the Swedish woman, and where to get facts about Sweden. Priced a $1 each, copies may be obtained from the Swedish Selling & Advertising Assn., Regeringsgatan 19-21, Stockholm C.

• The 1961 edition of the "Variety Department Store Market Directory" has been published by **Merchandiser Publishing Co.**, 419 Park Ave. South, New York. Its 592 pages are filled with names and addresses of buyers and sellers in the variety store field, including general merchandise and related chains. It sells for $30. ≠

IF YOU WANT YOUR ADVERTISING
TO SELL THE conservative
Protestant Church Market



. . . put it in

M/M

75.3% of M/M's subscribers hold positions of influence in more than 60,000 *conservative* Protestant churches.

71% of M/M's audience is unduplicated by the other two leading monthly magazines in the *conservative* field.

83% of M/M's subscribers indicate that they do not read the three leading Protestant trade journals.

A trusted, invited counselor (and "invited" salesman) in 100,000 homes . . . a powerful influence in its field since 1900.

For further information: call or write Lawrence Zeltner, adv. mgr.
MOODY MONTHLY 820 N. LA SALLE STREET • CHICAGO 10, ILL.

Ford Offers to Share Gas Cost with Tractor Buyers

Ford Motor Co.'s tractor and implement division is offering to pay half the cost of the fuel for 400 hours or six months to purchasers of farm tractors between Jan. 1 and March 31. The deal is designed to offset the winter slump in farm tractor purchases.

The division will advertise the offer with a b&w page in *Farm Journal* and *Progressive Farmer* in February, plus color spreads in both publications in March. Meldrum & Fewsmith, Cleveland, is the agency.

Allison, Miller Named VPs

Ketchum, MacLeod & Grove, Pittsburgh, has appointed William F. Allison and Irving Miller vps. Mr. Allison joined the agency in 1950 and in 1959 was appointed an advertising account supervisor. Mr. Miller joined the agency in 1951 and also was appointed an advertising account supervisor in 1959.

Holeproof Names Miller

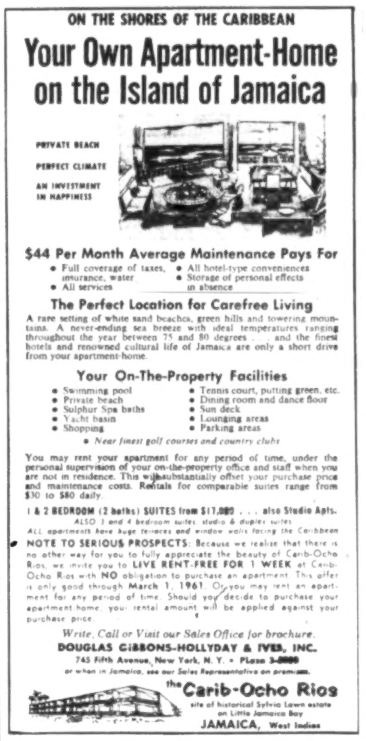
Holeproof Corp., Atlanta, division of Kayser-Roth Corp., has appointed Stan Miller advertising and sales promotion manager. Mr. Miller was formerly assistant to the vp in charge of sales.

Market For Radio
LOBSTERADIO
1 RADIO ENTITY WITH
8 TRANSMITTERS
- PORTLAND
- WATERVILLE
- CARIBOU
- RUMFORD
- BANGOR
- LEWISTON
- AUGUSTA
- SANFORD

EXECUTIVE OFFICES
Columbia Hotel, Portland, Maine
TEL. SPruce 5-2336

Menu Time Buyers
DELIVERS MAINE
- 1½ Billion dollars in consumers' spendable income—the 34th largest MARKET!
- Population nearly one million.
- 7.6 ratings with a spot cost of only $27.50. Imagine cost per 1000—37¢.
- One order buys this full course market with simplified single invoicing.

REPRESENTED BY:
NEW YORK: Devney - O'Connell Inc.
BOSTON: Eckels and Company
CHICAGO - DETROIT - WEST
COAST: Daren F. McGavren Co. Inc.



ON THE SHORES OF THE CARIBBEAN
Your Own Apartment-Home on the Island of Jamaica

PRIVATE BEACH
PERFECT CLIMATE
AN INVESTMENT IN HAPPINESS

$44 Per Month Average Maintenance Pays For
- Full coverage of taxes, insurance, water
- All services
- All hotel-type conveniences
- Storage of personal effects in absence

The Perfect Location for Carefree Living
A rare setting of white sand beaches, green hills and towering mountains. A never-ending sea breeze with ideal temperatures ranging throughout the year between 75 and 80 degrees . . . and the finest hotels and renowned cultural life of Jamaica are only a short drive from your apartment-home.

Your On-The-Property Facilities
- Swimming pool
- Private beach
- Sulphur Spa baths
- Yacht basin
- Shopping
- Tennis court, putting green, etc.
- Dining room and dance floor
- Sun deck
- Lounging areas
- Parking areas
- Near finest golf courses and country clubs

You may rent your apartment for any period of time, under the personal supervision of your on-the-property office and staff when you are not in residence. This will substantially offset your purchase price and maintenance costs. Rentals for comparable suites range from $30 to $80 daily.

1 & 2 BEDROOM (2 baths) SUITES from $17,000 . . . also Studio Apts.
ALSO 3 and 4 bedroom suites, studio & duplex suites
ALL apartments have huge terraces and window walls facing the Caribbean

NOTE TO SERIOUS PROSPECTS: Because we realize that there is no other way for you to fully appreciate the beauty of Carib-Ocho Rios, we invite you to LIVE RENT-FREE FOR 1 WEEK at Carib-Ocho Rios with NO obligation to purchase an apartment. This offer is only good through March 1, 1961. Or you may rent an apartment for any period of time. Should you decide to purchase your apartment-home, your rental amount will be applied against your purchase price.

Write, Call or Visit our Sales Office for brochure.
DOUGLAS GIBBONS-HOLLYDAY & IVES, INC.
745 Fifth Avenue, New York, N. Y. • Plaza 3-[illegible]
or when in Jamaica, see our Sales Representative on premises.

the Carib-Ocho Rios
site of historical Sylvia Lawn estate on Little Jamaica Bay
JAMAICA, West Indies

OCHO RIOS—*This 250-line ad in the New York Times is filling up apartments in the Carib-Ocho Rios.*

Small-Space Ads Sell Jamaica Homes for Carib-Ocho Rios

NEW YORK, Jan. 24—Over the past two months, Carib-Ocho Rios Corp. has invested about $7,000 in a small-space campaign in the Sunday *New York Times*.

To anyone who made his or her way to the north shore of Jamaica, W. I., the company offered a free week's stay—with about $300—in its new cooperative apartment development, the Carib-Ocho Rios Sea Country Club—if the visitor was "seriously interested" in buying an apartment.

Apartments are priced from $17,000 up. So far, 35 out of 40 couples who took up the offer have bought units, for an average of $27,500 per apartment.

Another $1,000 is scheduled for investment in the *Times*, and at the present rate the company expects to have sold the first 86 apartment units in the next six weeks. The development will eventually offer 500 units.

■ Douglas Malcolm MacKenzie, vp in charge of sales, said, "At first we feared the ads would pull in a large percentage of freeloaders—people who might have planned on going to the Caribbean on vacation anyway and who figured they'd get a week free at the Carib-Ocho Rios. Fortunately, this has not been the case."

Mr. MacKenzie said he interviewed potential customers to determine two things: Will they fit into the atmosphere of the apartments and be happy there, and are they serious about investing in an apartment in Jamaica?

"Surprisingly enough, 30% of our sales have been to doctors," he added. "I never knew that so many doctors followed this type of advertising."

The success of the ads has been greater than the company had expected, and it intends to extend the campaign to *The Wall Street Journal, Worcester Telegram, Philadelphia Inquirer, Buffalo News, Toronto Star, Cleveland Plain Dealer, Montreal Star, Detroit Free Press, Chicago Tribune, Dallas News, Pittsburgh Press, Washington Post* and *Miami Herald*.

■ The company used the same basic ad techniques in Toronto, where Mr. MacKenzie and his partners, Jules Sokoloff and James Ponzo, built and sold $6,000,000 worth of co-op apartments in less than two years.

Lewis Advertising Co., Newark, is the agency. ≠

Red Heart Ads 'Certify' Nutritional Value

John Morrell & Co., Chicago, will break "the most extensive advertising program in the company's history" this month, centered around a "certification of nutrition" for Red Heart dog food. Ads will carry the theme that Red Heart contains all the nutrients of a complete steak dinner.

Tv spots in major markets will feature Hollywood actors enjoying steak dinners in name restaurants, accompanied by their dogs. Daytime radio spots are also scheduled, along with a color spread in the February *Reader's Digest*, followed by three other *Digest* ads. Ads will also run in magazines for dog owners. John W. Shaw Advertising, Chicago, is the agency.

Willis Named 'Ad Citizen' by Western Agencies Assn.

Paul H. Willis, advertising vp of Carnation Co., Los Angeles, has been named Advertising Citizen of 1960 by the Western States Advertising Agencies Assn., for his leadership in the advertising field and his contribution to the business over a long period of years. The award will be presented Feb. 18 at the association's annual award dinner dance.

Hamm's Sales Hit New High

Sales of Theo. Hamm Brewing Co. hit a record high of 3,907,040 bbls. in 1960, a 10% increase over 1959 sales of 3,551,859 bbls. In a story on 1960 beer sales in the Jan. 16 issue, ADVERTISING AGE carried the correct total for Hamm's, but the accompanying table, compiled earlier, carried an incorrect estimate of 3,445,000 bbls. for Hamm's in '60.

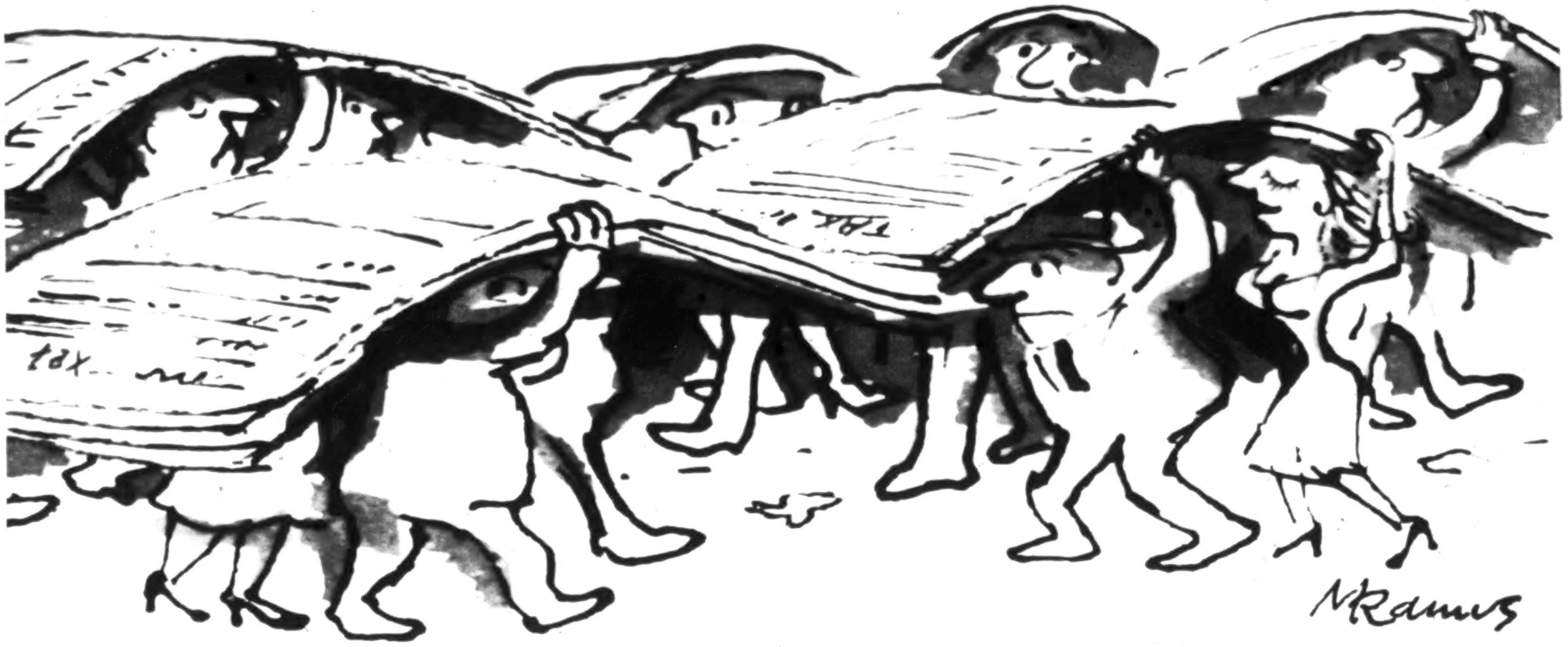
First Federal Names D-F-S

First Federal Savings & Loan Assn., Chicago, has appointed Dancer-Fitzgerald-Sample, Chicago, to handle its advertising, effective Jan. 31. Manchester & Kreer, Chicago, has handled the account for the past five years.

Media facility
and economy too!

See page 57.

RECOGNITION AND RESPONSE:
No. 2 in a Series



"CAN YOU CHANGE THE TAX LAWS?" *. . . another dramatic example of how*

The American Weekly starts people talking

"AMERICAN WEEKLY PERFORMS AN EXEMPLARY PUBLIC SERVICE"
says Rudolph F. Bannow, Chairman of The National Association of Manufacturers

"CAN YOU CHANGE THE TAX LAWS?" appeared in the April 10th, 1960 issue of The American Weekly. Immediately after its appearance the NAM News reprinted this thought-provoking article, presenting the views of Chairman Rudolph F. Bannow on the shortcomings of our present tax laws.

"The American Weekly's far-reaching impact on the voting public," Mr. Bannow commented, "warranted exploitation of the story even beyond our NAM News circulation of 30,000". As a result the NAM sent 3500 copies of a brochure reprinting the story, with The American Weekly cover, to the association's field offices. 500 copies were sent to the members of the NAM Tax Committee.

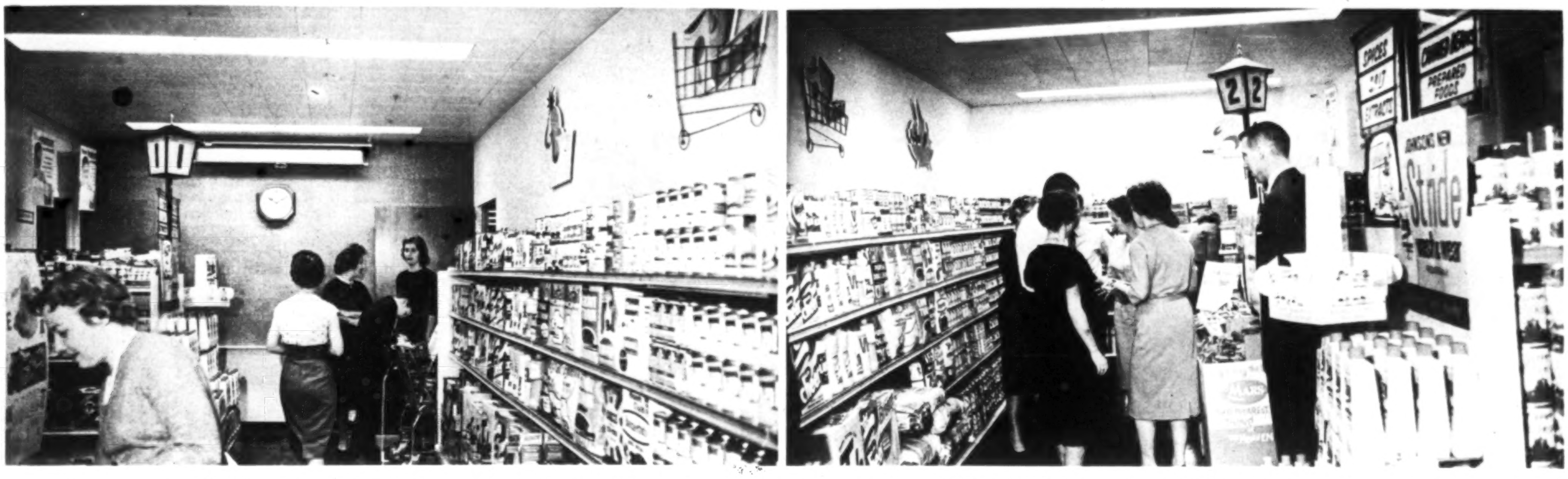
The American Weekly gets action because it speaks in terms people understand about things that concern them most. It is the pipeline to the heart of America—concentrating 86% of its circulation in the rich, decision-making, "A" Markets and contiguous counties.

BEST READ SUNDAY MAGAZINE

...and the most resultful

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY 65TH YEAR 1896-1961 BEST READ SUNDAY MAGAZINE



AGENCY SUPERMARKET—*Needham, Louis & Brorby has opened its own "marketing workshop," some 300 sq. ft of supermarket for testing clients' products, packages and retailing food problems, at its Chicago headquarters. The supermarket carries 5,360 grocery store items with a retail inventory of $975. Credit for design and painting of the murals goes to John Sandstrom and Tom Wess. The workshop operates under the marketing department, headed by Walter W. (Bud) Stumpe, vp and director of marketing.*

Lucky Strike Puts 'Remember' Motif Into Records, TV

NEW YORK, Jan. 24—American Tobacco Co. is actively promoting nostalgia.

It started with the current selling theme, "Remember how great cigarets used to taste? Luckies still do."

To put more people into the mood and to give them a sample of how Luckies still taste, the company is offering a "Remember How Great" lp album for $1 plus ten empty Lucky packs. The album features original recordings by such greats as Louis Armstrong, Duke Ellington and Andre Kostelanetz. The offer is good from Jan. 17 through mid-March.

Word of the promotion will be spread through network and spot tv on the regular Lucky Strike schedules. The campaign will be climaxed with a tv special, "Remember How Great," starring Jack Benny, Feb. 9 on NBC-TV.

In addition, ads will be run in major Sunday newspaper supplements, 23 Negro newspapers and 171 college newspapers, as well as color spreads in major magazines. In-store displays will back the ad effort.

The Lucky Strike agency is Batten, Barton, Durstine & Osborn. ≡

Kayser-Roth Names Gotham

Kayser-Roth International, New York, has appointed Gotham-Vladimir Advertising, New York, to handle its international advertising. The account includes promotion of Kayser lingerie and hosiery, Mojud hosiery, Esquire socks, Catalina swimsuits and sportswear, Perma-Life girdles and bras, Paris belts, Nazareth knitted underwear and Schiaparelli stockings.

Homberer Moves to Boston

Abram A. Homberer, former advertising representative of Hearst Newspaper Service in Detroit, has joined the *Boston Record-American* and its Sunday magazine.

Ad Clinic #18

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Watch your grammar

SHERATON RESERVES ROOMS QUICK

SHERATON HOTELS

Here's a case of good headline spoiled by just one word.

Should be "quickly" instead of "quick."

We're both wrong. Should be "quickest." Actually, Sheraton makes and confirms hotel reservations anywhere — electronically — in *just 4 seconds* with its wonder machine, *RESERVATRON*. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how this ad pulls, send for free, 104-page booklet that's just chock-full of info on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #18, 470 Atlantic Ave., Boston, Massachusetts.**

Apple Booklet Published

Processed Apples Institute, New York, has published an 18-page booklet to acquaint the processing industry and distributors with the institute's program in promoting apple juice, sauce and slices. Now observing its 10th anniversary year, the institute reports that "the surpluses that we viewed with alarm a brief 10 years ago are the 'necessary supplies' today." Apple juice consumption in the 1959-'60 pack year increased 161% over the 1946-'50 average, the institute reports. Similarly, applesauce consumption increased 111% and canned apple slices showed a 34% gain.

Chelsea Names Barth

Chelsea Advertising, New York, has appointed George F. Barth director of marketing and merchandising. He formerly held posts as advertising manager of the New York division of General Electric Co., Olympic Radio & Television Corp. and Capehart Corp.

Les Haugen & Associates Opens

Les Haugen has opened his own personnel evaluation company, Les Haugen & Associates, with offices in the Midland Bank Bldg., Minneapolis. Mr. Haugen was formerly director of Knox Reeves Advertising.

16,807 theatre showings of "Destination Earth" for the American Petroleum Institute in one year to 3,021,188 viewers.

Public information films from business appear on theatre screens throughout the U. S. as part of the program — MODERN gets them there, at surprisingly low cost.

Have you explored this opportunity for your public relations message? To learn all, without obligation, send for "Business Films At The Movies" — 16 pages, free from

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

Coming Conventions

Feb. 1. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 3-5. National Advertising Agency Network, midwestern regional conference, Sherman Hotel, Chicago.

Feb. 8. Michigan Council, Four A's, Rackham Memorial Bldg., Detroit.

Feb. 8. Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago.

Feb. 9-11. Mutual Advertising Agency Network, Canterbury Hotel, San Francisco.

Feb. 14-15. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

Feb. 26-28. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 27-28. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, annual convention, Washington, D. C.

May 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 28-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Ideal Division to Grey; Launching Spring Drive

Ideal Toy Corp., New York, has appointed Grey Advertising to handle all consumer advertising for its ITC model craft division. The account was formerly with Atlantic/Bernstein Advertising, which will continue handling ITC sales promotion and advertising. Grey already handles the bulk of the Ideal account.

Elsewhere in the company, the heaviest post-Christmas television spot campaign in company history was launched Jan. 9 to introduce five new spring season toys. A six to eight weeks schedule calls for up to 20 spots weekly in New York and a minimum of 10 spots weekly in about a dozen other cities.

Creative Group Gross Sales Exceed $1,000,000 in 1st Year

Creative Group, Appleton, Wis., agency reports gross sales in its first year of operation were in excess of $1,000,000. This figure includes media billings, fees, art, copy and production services. Earnings after taxes for the first fiscal year, ended Oct. 31, 1960, were $4.86 per share. The agency now has 18 employes.

Kresge Opens in California

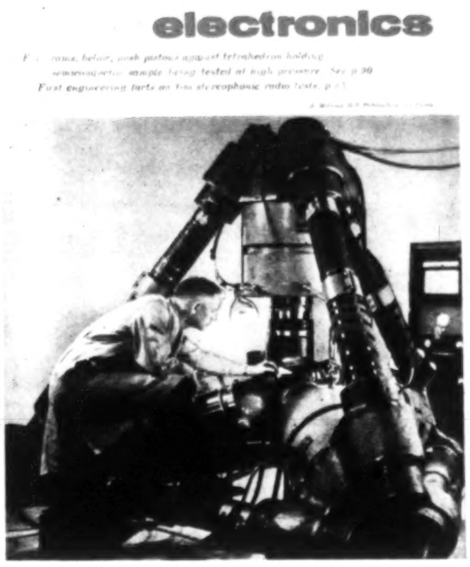
S. S. Kresge Co., variety store chain, opened its first California store Jan. 19 in Hawthorne Shopping Center, 10 miles from downtown Los Angeles. Eight other stores will be opened in California this year, including three in metropolitan Los Angeles.

Preiss & Brown Adds Two

Preiss & Brown Advertising, New York, has been named to handle advertising for two accounts. They are Centurian Motor Products, New York, manufacturer of automotive accessories, and Worthing Products, maker of boat and marine products and accessories.

Wilt to 'Journal of Commerce'

Robert A. Wilt has joined the *Journal of Commerce*, New York, as advertising sales promotion director of all its properties in New York. Mr. Wilt was formerly promotion manager of *Iron Age*.



KEEP YOUR EYE ON THE BOX SCORE!
Circulation: 52,286 paid
Editorial: 3,487 pages in 1960
Costs: $980 a page (13 time rate, B&W)

New ideas, new companies and new products are constantly emerging in today's fast-moving electronics industry. Competition gets keener every day. That's why, as any manufacturer will tell you, it's more vital than ever to sell the engineering trained and oriented electronics man whether he's in any or all of these four key areas—research, design, production and management. Why? You have no way of knowing in which of these 4 areas your sale may be made or lost. **electronics**, edited to interest, influence and inform all four, gives your advertising the industry-wide penetration it must have to compete successfully in today's volatile electronic market. o 22

ABP ABC **A McGraw-Hill Publication,** 330 West 42nd St., New York 36, N. Y.

electronics *sells the engineering team...*

...in Research *Design* *Production* *and Management*

8 editors • 80 plants • 840 man-hours =

WSB
PEACHTREE ST. N.W.
FORSYTH ST.
FORSYTH ST. N.W.
PEACHTREE ST.

1 story

One of industry's least-understood costs is a nebulous something—a bothersome, ill-defined, expensive something—called Materials Handling. Yet it represents 6-10% of manufacturing cost for one out of every four firms.

How a better grasp of materials handling methods can save some of this money was the subject of a special report in the November issue of FACTORY. To get the story, an eight-man editorial team turned to Atlanta, spent 5 days studying 80 different plants under typical conditions.

The result: a 22-page reference piece for FACTORY readers, covering every aspect of materials handling from education (there *are* courses in it) to hour-and-dollar-saving equipment. Nor is this an unusual bonus for subscribers to find. In the past, FACTORY depth studies have covered such topics as electrical distribution, manpower yardsticks, plant location.

Who minds the store while so many editors cover one story? In the case of FACTORY, *more* editors—nine, to be exact. For the idea of editorial backup is as basic to McGraw-Hill publishing philosophy as the requirement that such reports be written from firsthand knowledge.

This editorial responsibility has brought McGraw-Hill publications over a million and a half paid subscriptions from key men in industry. (*Key* men. Men who have a say in buying.) And because they're vitally interested in what's going on in their fields, these men are a receptive audience for your advertising.

McGraw-Hill
PUBLICATIONS

AUDITED PAID CIRCULATION ABC
ABP EDITORIAL LEADERSHIP

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

THE EL PASO MARKET
One of the fastest growing areas in the U.S. with a 1960 population of
718,183
and Effective Buying Income of
$1,230,351.00
A MUST on any major advertising schedule

The El Paso Times
Morning and Sunday

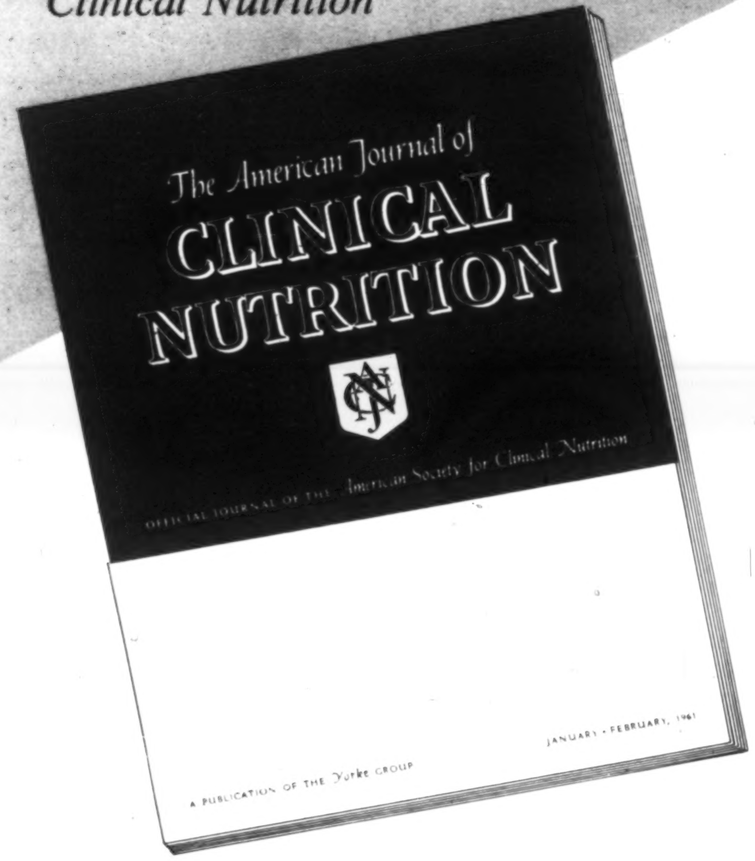
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Brennan Cran Holden Judge

NEW RADIO REP—*Waldo J. Holden, president of Standard Broadcast Sales Ltd., Toronto, a new radio station representative, receives the congratulations of W. C. Thornton Cran, president of the parent company, Standard Radio Ltd. Other officers of the new company, which commences operation Feb. 1 representing, initially, CFRB, Toronto, and CJAD, Montreal, are William Brennan, Toronto, and Ralph J. Judge, Montreal, both vps.*

OFFICIAL PUBLICATION
of American Society for Clinical Nutrition


The American Journal of
CLINICAL NUTRITION
OFFICIAL JOURNAL OF THE American Society for Clinical Nutrition
JANUARY - FEBRUARY, 1961
A PUBLICATION OF THE Yorke GROUP

The American Society for Clinical Nutrition (The Clinical Section of The American Institute of Nutrition) is composed of physicians and other scientists interested in the clinical aspects of nutrition. It draws its membership from all specialties.

Many of these members have been regular subscribers to THE AMERICAN JOURNAL OF CLINICAL NUTRITION. Now, with the appointment of the journal as the official publication, editorial content will be enriched to further increase the readership of physicians interested in this important and growing aspect of medical practice.

Under the auspices of the American Society for Clinical Nutrition, the circulation of the journal is expected to increase rapidly.

THE YORKE GROUP
The Reuben H. Donnelley Corporation 466 LEXINGTON AVE., NEW YORK, N. Y.
New York: ORegon 9-4000 Chicago: WAbash 2-7738

Edlund Tells How Butler Marketing Staff Helped Avoid, Rectify Errors

Market Misconceptions, Distribution Slips Cited by Maker of Buildings

CHICAGO, Jan. 25—Marketing mistakes of Butler Mfg. Co., Kansas City, and the measures the company has taken to correct them were revealed to members of the Chicago chapter of the American Marketing Assn. last week by Harold A. Edlund, the company's marketing vp.

The mistakes and near-mistakes—ranging from inaccurately measuring market potential to failure to face up to product weaknesses—could have been made by any growing company, Mr. Edlund said.

Heading off trouble rather than correcting it, however, is one of the major contributions a marketing staff can make to a company's success, he said.

Among his company's mistakes, Mr. Edlund listed failure to recognize and correct product disadvantages before they fixed unfavorable impressions in the minds of potential buyers. This is an easy error to make, especially when sales are spurting upward, according to the executive of a company that has risen from a producer of "packaged" steel garages in 1908 to the world's largest manufacturer of pre-engineered buildings.

■ Policies that suit the manufacturer's convenience, without regard to difficulties caused people in the distribution channels, are another type of mistake often made, according to the Butler executive.

The "button, button, where is the button?" mistake, according to him, involves ignorance about potential markets. Mr. Edlund said it results in unrealistic performance quotas, poor dealer placement and lack of penetration where territories are improperly sized. This mistake is common among companies which, because of past successes, think they know all about their markets.

Not recognizing new financial, organizational, accounting and administrative problems that beset successful small dealers as their sales increase is another costly mistake, Mr. Edlund said, because it often results in an abnormally high rate of dealer failure.

It is the manufacturer's responsibility, the Butler executive said, to provide the training that helps dealers keep up with their increasing volume. According to him, it is folly to think, "If some dealers are keeping pace in management skills, why can't the rest?"

Mr. Edlund, marketing vp since 1958 and a member of the company's board, supervises the sales activities of four other divisions in addition to the buildings division.

'Small Animal Clinician' Bows

V. M. Publishing Co., Kansas City, Mo., introduced its new publication, *Small Animal Clinician*, with its Jan. 15 issue. The new publication will be edited exclusively for veterinarians engaged in small animal practice. Dr. Carlos Cooper, president of the company, is publisher of the magazine and Lee F. Young, secretary-treasurer, is advertising and business manager.

Gwen Glenn Named Exec VP

Gwen G. Glenn, creative director of J. C. McDonough Associates, Ft. Lauderdale, has been elected exec vp of the agency, a new position.

The new Kansas story!

See page 57.

GO-GO-GO-GO...

"We need a new means of evaluating editorial performance. Statistics alone are cold, unemotional. We need the pulse-beat . . . what makes its readers tick, what makes them go."

LISTEN to an important industrial advertising manager on an important subject. You know him. And agree with him. *So do we.*

In fact, we're embarrassed. Perhaps in the past we've taken it too much for granted that advertisers and agencies would feel about PRODUCT ENGINEERING the way readers do. That you'd sense how spontaneously it helps design engineers spark ideas. Appreciate how substantially it works with subscribers in solving design problems. And most of all . . . that you'd be stimulated by the vigor with which PE's editors *lead design thinking.*

We paraded in, packed with editorial fact

We showed you, for example, that 74% of PRODUCT ENGINEERING's readers read every issue . . . that 89% read three or more issues per month . . . that 74% have been faithful PE fans for three years or more. And how about that graph on our *renewal rate, up from 58% to 63.9% in four years?*

"Response to editorial content," we boasted, "brought in over 175,000 individual requests in 1959. Why, 22,000 individuals requested reprints of just one series of articles." Then we reminded you that PRODUCT ENGINEERING has the largest editorial staff of any publication serving the Original Equipment Market . . . and that 14 of these professionals had successful careers to their backs as product design engineers. Remember?

At this point how could we resist bragging that inquiries on bingo cards had multiplied more than 7 times for the first 8 months of 1960 compared to the same period of '56 . . . and that inquiries per ad had accelerated 300% in those four years. "*True,*" we confessed, "circulation gains helped. *PE is over 50,000 ABC net paid today.*"

Editorial evaluation, or editorial excitement?

Dig underneath editorial statistics and you'll find that a great team of editors creates a kind of fermentation in readers' minds. Stirs them up. Activates them. Wasn't it The New Yorker who said, "*An outstanding editorial performance means an outstanding advertising performance*"? And more recently, regard skyrocketing McCall's. What's behind it? How do you evaluate it? With a slide rule or a Geiger counter?

Doesn't this same excitement factor fit businesspapers? Sure, it's been claimed awkward for advertising buyers to get the feel of an industrial publication because it isn't edited for them. Maybe so, but it's not that difficult. Not with a volatile, editorial hot-box like PRODUCT ENGINEERING, it isn't. You're an intelligent, imaginative man engaged in a creative profession. So are our readers. See for yourself . . .

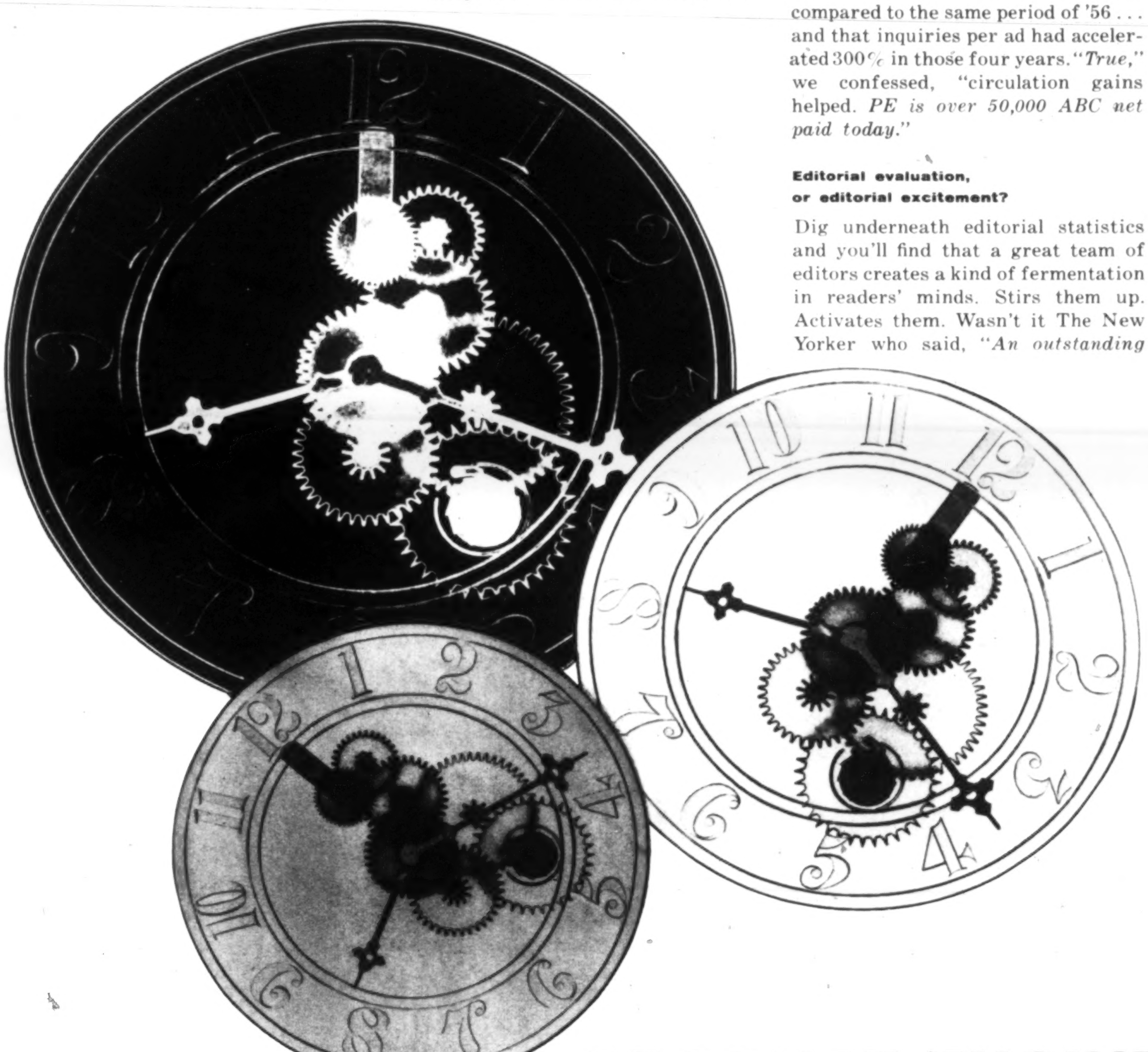
What's your brand of publication . . . passive or active?

PE's editorial content keeps company with the most restless, inquisitive minds in industry. It must do more than inform. It must inspire. At times, irritate. Ours is no conventional, tight pants "how to" editorial proposition. PRODUCT ENGINEERING *leads design thinking* in the OEM — a field dominated by a militant army of itchy-minded innovators. If we stop to draw a breath, our readers will run right away from us.

No, every design engineer is not of this breed

Every field has its par-for-the-course performers. And its deadheads. These are the species least attracted to our kind of a magazine. Fortunately for you, and for us, they have to raise their hands and tell us they want us . . . and sign a check to prove it. Better still, on the upbeat, apply your calipers to the minds that do cotton to PE's unique concept and content... *the design engineers who subscribe and read and renew and renew.* These are the "GO-GO-GO" guys who will make your own business prosper, too.

These are the minds your advertising must get inside of, and prod and persuade, stimulate and sell. These are the millionaires of the OEM, responsible for big spending, big decisions, big volume for you. *So, if you would lead their design thinking in your direction . . .*



PRODUCT ENGINEERING

"... it leads design thinking!"

McGraw-Hill Weekly for Design Engineers ABP ABC 330 W. 42D ST., NEW YORK 36, N. Y.

Magazine Plan Would Solve TV Problems: Cone

Advertisers Average Show Costs Anyhow, Says FC&B Executive

CHICAGO, Jan. 24—Fairfax Cone, who last year suggested that tv fare could be upgraded if sponsors turned over four of each 26 weekly shows to high-level programming, now thinks the "magazine" formula is best for tv.

Mr. Cone, chairman of the executive committee of Foote, Cone & Belding, has expressed the opinion that low-rated informational and cultural shows should cost sponsors less money, since they deliver less audience. Under the system he proposed last February (AA, Feb. 22), the networks would charge less for the four "egghead" shows inserted into the 26-week series of shows.

But last week, in an interview with ADVERTISING AGE, he admitted that the problems of how to set up such a rate structure are formidable. The magazine concept—spreading advertisers' messages around on a rotating basis between low and high rated shows—is his solution.

Said Mr. Cone:

■ "If you ask an advertiser who has a number of tv shows what he thinks of the low-rated ones he's got, he'll say, 'I'm sick about 'em.' But then I bet he'll add: 'But averaging out all our shows, we're doing all right.'

"Well, that's what the magazine concept does, too. It averages out the low and high ratings, so that the advertiser gets both good and bad shows."

What's this got to do with better programming? "I believe," Mr. Cone said, "that this system will allow the networks to experiment more. They can throw in a pilot show occasionally to see how it goes. And they can do more programming for minority tastes, because all advertisers will share the cost. As it is now, the advertiser has to take all the risks. That's why we see so much copying of a successful format."

The magazine concept would also lead to firmer pricing of network time, the agency executive believes, since in the present setup some hard-to-sell shows (especially informational or special events) eventually go for cut rates.

■ "I object to taking rates out of tv," he said. "This business grew up on rates. If you turn it into a business of bargaining, you bring in another element which I would not like to see."

In the matter of programming, Mr. Cone said, "I'm concerned that we are being criticized for leaving out the minority wishes. I'm not mad at anyone. I'm just trying to find a way to meet the demands of these minorities."

Mr. Cone admitted that networks selling under a magazine plan would still be concerned with total ratings as a competitive tool. But, he said, the absence of having to sell a particular half-hour rating would "give them a little room to work"—that is, more chance to do some informational or cultural programming.

Another advantage of the magazine plan: It can be put into effect with little delay. Most of the protest would be expected to come from advertisers who now have prime time on networks, and from advertisers who are closely identified with successful shows.

■ But, Mr. Cone said, most sponsor identification is only negative anyway—such as a sponsor being rapped for dropping a cultural show because of poor ratings. (On this point, Mr. Cone commented: "If you sponsor a low-rated show on a regular basis, your stockholders can rightfully object that you aren't getting the most for your money.")

The whole idea of the advertisers getting out of the tv programming business is highly appealing to Mr. Cone.

"You don't tell a magazine where you want your ad to run," he said. "And you don't tell a newspaper what to print, just because you run an ad." #

Cities Service Boosts DeBow After Marketing Consolidation

Tom DeBow, director of advertising and news of the parent Cities Service Co., New York, has been named vp in charge of advertising and promotion of the consolidated company. He also retains his old position. The appointment following the consolidation of the four Cities Service marketing operations in the U.S. under a single corporate name, Cities Service Oil Co.

Previously the company had maintained an East Coast marketing subsidiary, Cities Service Oil Co. (Pa.); a subsidiary to handle mid-continent operations, Cities Service Oil Co. (Del.); a southern operation, Arkansas Fuel Oil Corp.; and a parent group, Cities Service Petroleum Co.

'Motor West' Buys Book

Gas Station & Garage, a regional automotive service monthly published by Arvill Publishing Co., Los Angeles, has been sold and merged into *Motor West*, Orange, Cal.

DART

LANCER LANCERS CRACKLING CARBONATED VIN ROSE. AN UNUSUAL DINNER WINE. LANCERS WINE IS IMPORTED FROM LISBON, PORTUGAL ... ONE REASON WHY IT IS RELATIVELY EXPENSIVE. THERE ARE OTHER REASONS. IT IS A LIGHT BODIED ROSE WINE ... SLIGHTLY EFFERVESCENT ... DELIGHTFULLY DIFFERENT IN TASTE. BOTTLED IN HANDSOME HAND MOLDED EARTHENWARE CROCK (4/5 QUART, AT ABOUT $4.50) OR GLASS JUGS (4/5 PINT, AT ABOUT $2.50). SERVE CHILLED LANCER WINE ON SPECIAL OCCASIONS: BUSINESS BANQUETS OR IMPORTANT BUSINESS DINNERS. MAKE A GIFT OF LANCERS WINE DURING THE HOLIDAYS. HAVE YOUR SALESMEN SERVE IT TO THEIR FRIENDS AT HOME. LANCERS WINE IS A QUALITY TIE-IN FOR THE QUALITY COMPACT CAR: DODGE LANCER. LANCERS WINE IS SOLD THROUGHOUT THE UNITED STATES ... AVAILABLE AT THE BETTER WINE STORES. STOP IN. ORDER YOURS THIS WEEK.

WHAT'S IN A NAME—*Dodge dealers are being provided with sales promotion kits describing gifts or premiums which carry names of Dodge cars, such as Dart golf balls, Dart Arrow shirts, Lancers imported wine, Corona Lancer cigars and recordings by the Lancers, a vocal group. The items are described and order blanks are included on sheets like the two above provided to the dealers.*

Charney Olmsted Forbes Heorodt

AUTOMOTIVE ACCOUNT—*Richard E. Forbes, director of corporate advertising-sales promotion, Chrysler Corp., signs the first automotive contract for the new Texas Newspaper Group. Looking on are Edwin Charney, Detroit manager, and Richard A. Olmsted, both of Branham Co.; and E. P. Heorodt, manager, central media department, Chrysler Corp.*

Okapi Advertising Formed to Specialize in African Market

NEW YORK, Jan. 24—Okapi Advertising Agency has been organized here at 75 E. 55th St. to specialize in the African market. The agency's aim is to serve as a link between U.S. business and African markets located south of the Sahara and north of the Union of South Africa.

Okapi

It will place advertising here and in Africa. Its first job was the production of a Sunday newspaper supplement on Nigeria. It is currently preparing another one on Liberia.

The president of Okapi is Anthony Marshall, former State Department officer, who recently organized another company, African Research & Development Co., to encourage U.S. private investment in Africa.

I. J. Alexander, formerly with the Bridges Co., De-Perri Advertising and Fairfax Inc., is vp of Okapi, and Thelma Stockton, formerly with the ad department of Time-Life International, is secretary.

Among Okapi's clients are African Research & Development; Robert Timpson & Co., stock broker; Consolidated Publications of West Africa; and two Rhodesian publications, *Rhodesian Woman & Home* and the *Central African Examiner*.

Ford Division Names Two

Ford division of Ford Motor Co. has named Lawrence E. Domagall sales operation manager, a new position. He formerly was executive assistant in the western region. The division has also named R. B. Borough, formerly Philadelphia district sales manager, general marketing manager of the Ford International group.

Beckwith Names Allenger

A. Beckwith Co., Boston, worldwide distributor of riding and western apparel, has appointed Allenger Advertising Agency, Brookline, Mass., to handle its advertising, which is to include direct mail, newspapers and magazines.

Walter Reade Group Forms Intercontinental Television

The Walter Reade Group, a major movie theater operator for more than 50 years and a movie distributor for about eight years through Continental Distributing, is making a bid for tv distribution and packaging business. At the head of these companies is Walter Reade Jr., who has announced his plans for entering television. The tv distributing arm will be operated under the name of Intercontinental Television, which will be a wholly-owned subsidiary of Continental and an affiliate of the Reade Group.

Irving Wormser, president of Continental, will be president of Intercontinental. John Leo, formerly sales and distribution director of United Artists TV, has been named sales vp. First fare to be offered: "Golden Time," a series of 39 30-minute animated shows based on Simon & Schuster's Golden Books, produced in cooperation with Freemantle International; "International Playhouse," 90-minute dramas produced by England's John Woolf, and a package of post-1954 feature films with European stars.

Brown to Head Portland Office of McCann-Erickson

Robert Andrew Brown, account executive for the past three years, has been named manager of the Portland, Ore., office of McCann-Erickson. He succeeds Ted N. Tracy, vp and Portland manager since 1953, who moves to the agency's San Francisco office. His new assignment has not yet been announced.

The agency expects to name a copy chief, an art director and other staff members in the Portland office, in keeping with its recent expansion.

Newsprint Use Hits High in '60

Newsprint consumption in the U.S. reached a record high of 7,376,205 tons in 1960. The previous record, reached in 1959, was 7,103,385 tons. Newspapers reporting to the American Newspaper Publishers Assn. used 5,532,154 tons last year—nearly 4% more than they consumed in 1959.

Dillon Agnew Moves

Dillon Agnew Associates, international direct mail company, has moved its New York office to 654 Madison Ave.

Brand-Name Coiner Gerber Ends 1st 50 Years in Ad Field

PORTLAND, ORE., Jan. 24—Joseph R. Gerber, a printer, who almost without knowing it became an adman, late last month marked his first 50 years in the business.

Joseph R. Gerber

More than 200 friends and business associates joined the founder of Gerber Advertising Agency in the celebration at the end of 1960.

Still an active partner in the agency, Mr. Gerber, now in his late 60s, maintains an avid interest in all phases of its operations and heads the executive roster.

■ In addition to heading the agency, Mr. Gerber is also the manufacturer of Gerber Legendary blades, a quality line of cutlery, launched in 1939.

Among products owing their names largely to Mr. Gerber are Jantzen, Hyster, White Stag, Iron Fireman, Bag Boy, DeepFreeze, and Malarkey. His agency still handles Bag Boy golf carts and Iron Fireman automatic heating equipment.

Working with John and Roy Zehntbauer and Carl Jantzen, who ran Portland Knitting Mills, Mr. Gerber in 1916 suggested that they create a trademark and name the business Jantzen. In that year he produced the first Jantzen advertising campaign.

His imagination in 1923 gave birth to a robot, Iron Fireman, the trademark he created for Jerry Parker, Harry Banfield and Cy Burg, whose business shortly assumed the Iron Fireman name.

■ In 1939, Mr. Gerber came up with the name DeepFreeze and launched not only its first national ad campaign but also the idea of a home freezer.

In 1949, when M&M Woodworking Co. became a client, Mr. Gerber suggested that the company's plywood brand name be changed to Malarkey, family name of the company's president. (It is now a brand of Simpson Timber Co., which has absorbed M&M.)

Political campaigns, with an extremely high percentage of winners, have been another Gerber specialty. In 1948, when Dewey and Stassen chose Oregon for their primary battleground, the Gerber agency, in Dewey's behalf, engineered the Dewey-Stassen debate, reversing Oregon's public opinion 2-to-1 in Dewey's favor at the primary campaign's end.

As of spring, 1951, the Gerber agency boasted 31 victories out of 34 campaigns handled during the preceding decade (AA, May 28, '51).

Clients served at the present number 18, including Mr. Gerber's own Legendary blades.

■ Changes undergone by the agency include the 1924 merger with Honig-Cooper of San Francisco; dissolution of the merger five years later; joining with Jack Crossley as Gerber & Crossley Advertising Agency in 1930; readoption of the Joseph R. Gerber Co. name in 1938, and, finally, in 1960, name simplification to its popular appellation, Gerber Advertising Agency.

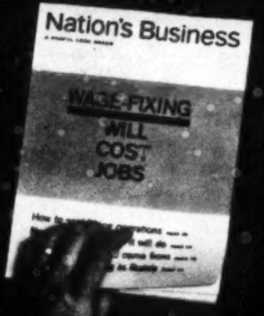
Calder to Columbia Films

C. Wylie Calder, formerly southeastern sales representative of NBC-TV Films, New York, has been appointed sales director of Columbia Films, Columbia, S.C., producer of 16mm films and other audio-visual aids.

How to stay on top of your job

568 BUSINESS FIRMS PURCHASED 8,524 REPRINTS OF THIS USEFUL REPORT IN ONE MONTH

"Every executive, no matter what his rank, must organize his job to function efficiently," wrote Nation's Business editors in a September feature, "How to Stay on Top of Your Job." Within the month, over 500 business firms had purchased 8,524 reprints of the article. Every week the editors receive from three to four hundred such letters—response unparalleled in the management magazine field. It's one reason why advertisers placed 10% more advertising pages this year than last in **Nation's Business** WASHINGTON



ADVERTISING HEADQUARTERS · 711 THIRD AVENUE, NEW YORK 17, N.Y.

Advertisers Fail to Back Emigre 'Bohemia Libre'

Madison Ave. Is Land of Manana, Anti-Castro Book Now Published Here Finds

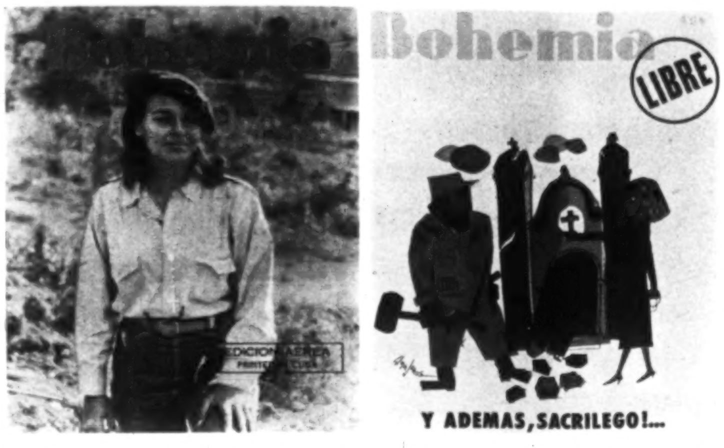
By Milton Moskowitz

NEW YORK, Jan. 24—What keeps *Bohemia Libre* going?

A Cuban magazine in exile, *Bohemia Libre* was launched from New York last October as an anti-Castro organ for Latin America. A weekly, it published its 17th issue this week, claiming a circulation of 120,000.

While its circulation goals have been attained, the expected advertising support has failed to materialize—and the enterprise is running deeply in the red.

It is a far cry from the old *Bohemia*, which is still being published in Havana under the watchful eye of the Castro government. *Bohemia* was Cuba's leading consumer magazine, with a circulation of 375,000 and an annual advertising revenue of $2,000,000.



BOHEMIA VS. BOHEMIA—*Selling side-by-side on New York newsstands last week were the current issues of Bohemia, flown in from Havana and selling for 50¢, and Bohemia Libre, published in New York and selling for 40¢. The covers indicate the differing points of view on Castro's Cuba.*

The people who used to put out *Bohemia* are now in New York putting out *Bohemia Libre*. The operation is headed by portly Miguel A. Quevedo, whose father founded *Bohemia* in 1908. Sr. Quevedo, originally a strong supporter of Castro, broke with the government last year and spent 53 days in asylum at the Venezuelan embassy in Havana before fleeing to the U. S.

■ Interviewed here last week, Sr. Quevedo and his ad director, Luis Soria, formerly head of his own Havana agency, Soria, Ruiz & Co., expressed profound disappointment that U. S. advertisers have not supported *Bohemia Libre*.

"I don't understand it," Sr. Soria said. "We have the circulation and we have favorable rates—but we don't have the business." Sr. Soria has tramped from agency to agency in New York, seeking business. "I come from the country of *manana*," he said bitterly, "only to be told, 'After the holiday,' or 'See me next Monday'."

Sr. Quevedo believes the political content of the magazine should be enough in itself to guarantee advertising support. He says *Bohemia Libre* has played a key propaganda role in turning Latin Americans against Castro. He thought that all the U. S. companies whose businesses were seized in Cuba would be anxious to advertise in *Bohemia Libre*.

"This is the only magazine that can tell their story," he said.

■ *Bohemia Libre* has been publishing 100-page issues. Recent issues have carried pages for Cutex, Kleenex, Remington Rand and other major products and companies. But these pages have been run free. Sr. Soria has succeeded in signing only two regular paid advertisers—the Lincoln Institute and Lanic Airlines.

In the beginning the magazine was losing $10,000 a week. Sr. Quevedo said this loss has now been cut to $4,000 a week. Substantial economies were made by the transfer of printing from Brooklyn to Atlanta.

Where is the money coming from? Sr. Quevedo said that *Bohemia Libre* is being financed by Cuban banking interests and by wealthy Cubans in exile. He indicated that there is enough of this support to keep the magazine going for a long time.

■ The magazine is being published by a company incorporated in Venezuela—Editora Bohemia Libre Internacional. Sr. Quevedo said Venezuela was chosen because of favorable tax policies. U.S. operations are conducted by Foreign Publications Inc., 60 E. 42nd St., New York.

Sr. Quevedo heads a staff of 40 in the New York office. Another 10 staffers are maintained in Miami.

The magazine is concerned about its lack of advertising support. In a new promotion piece, it points out:

"Unless enough advertising is placed in it, the publication cannot pay its cost, and what is even more important, the public does not understand how a magazine can be free from political pressures without advertisements of prestige in its pages."

■ Shortly after launching *Bohemia Libre*, Sr. Quevedo announced plans to publish another one of his Cuban properties, *Vanidades*, a women's service magazine. *Vanidades* has yet to appear, but Sr. Quevedo said that he still plans to bring it out "in the near future."

One of the difficulties encountered by *Bohemia Libre* in selling ads is its circulation makeup—it is diverse and widely scattered. Of the 120,000 copies in circulation, 12,000 are sold in New York and 10,000 in Miami. The other big concentration points are Puerto Rico, 10,000; Mexico, 12,000; and Venezuela, 15,000.

Also, virtually all of the copies of the magazines are sold to distributors on a no-return basis. Price-per-copy ranges from 25¢ to 40¢.

The one-time b&w page rate is $660.

The old *Bohemia* never had a circulation higher than 50,000 outside of Cuba. Sr. Quevedo said that "after Castro is overturned and the magazine returns to Havana," he plans to continue *Bohemia* as an international magazine for all of Latin America. #

'Atlas,' New Reprint Magazine, to Be Launched in March

Atlas, a new magazine that will reprint articles from foreign newspapers and magazines, will be launched in March by a new company, Worley Publishing Co., 31 W. 57th St., New York. *Atlas* will be published monthly in an 8½ x 11" format. It expects to reach a circulation of 100,000 within three years and plans to take advertising "in keeping with the international interests, tastes and needs of *Atlas* readers." Initially, it will be sold by subscription only, at $7.50 per year, with an introductory promotion rate of $6 for 13 issues.

The publisher-editor of *Atlas* is Eleanor Davidson Worley, stepdaughter of the late Ira Copley, founder of the Copley newspaper chain. Associate publisher is Charles L. Werts, a retired Navy admiral.

ARTS Appoints Three

Louis Mucciolo, previously vp in charge of studio operations of Robert Lawrence Productions, has been named a vp of Advertising, Radio & Television Services, New York, a production service company for advertising agencies. Mr. Mucciolo also will be exec vp in charge of production of Gerald Productions, production division of ARTS. ARTS also has named Henry Traimen, formerly with Robert Lawrence Productions, a vp and also a vp and executive producer of Gerald Productions; Sam Auerbach, previously with Grossman Clothing Co., has been named vp and comptroller of ARTS.

Marshall Buys Schaffner

Robert E. Marshall has purchased Claude Schaffner Advertising Agency, New Haven, Conn., and has changed the name to Marshall Advertising Agency. New offices are located at 2335A Whitney Ave., Hamden, Conn. Claude Schaffner, founder of the agency, is retiring from the advertising business. Mr. Marshall has been chief account executive and assistant to the owner since 1956.

'60 Lineup Shows TV Still Pulls New Users

(Continued from Page 3)

hat maker; Air-Equipt Mfg. Corp., slide projectors and viewers; American Photocopy Equipment Co.; Columbus Coated Fabrics, wallpaper; Continental Wax Corp.; Eagle Pencil Co.; Field Enterprises, for "World Book Encyclopedia"; Hambro Automotive, Austin division; Kiwi Polish Co.; Lenox Inc., china; McCall Corp.; Proctor Electric Co.; Retail Clerks International Assn., for a public relations campaign; Sealright-Oswego Falls, dairy products containers; Smith-Corona Marchant; Standard-Triumph Motor Co.; Steel Companies Coordinating Committee, to tell its side of the story during last year's labor dispute; Stewart-Warner Corp., for Alemite CD-2 motor additive; Tillamook City Creamery Assn.; Traffic Control, for Epoxy Weld household adhesive; Union Wadding, Jiffy planters; Wurlitzer Co., pianos and electric organs; and Williams Furniture Co.

Many of these have been in-and-out buyers, but several are still running on NBC and others have seasonal campaigns already booked for the future.

ABC

By an eyelash, American Broadcasting Co. came in with the second longest list of novices in the medium. "American Bandstand," sports and daytimers were the principal lures. The biggest catch in the lot was Mead Johnson's Edward Dalton Co. division, marketer of the fast-climbing Metrecal, which bought weekly sponsorship of the Winston Churchill series.

Others: Hagger Co., men's slacks; Western Tablet; Kurlash, eye lash curler; Stri-Dex, new Lehn & Fink skin ointment for teen agers; Northern and Southern California Renault dealers; West Bend Aluminum Co.; Coleman Co., camping equipment; United Motors Service division of General Motors; Competition Motors, West Coast Volkswagen distributor; Humble Oil & Refining Co.; Better Vision, for a campaign to tackle problems of vision; and Mrs. Filbert's margarine.

CBS

"Captain Kangaroo" and specials helped to bring new clients into the Columbia Broadcasting System fold. Top Value Enterprises bought specs to ballyhoo its trading stamps.

Making up the rest of the group: Binney & Smith, crayons; Commonwealth Products, scouring cleanser; Dumas Milner Co., for Pine-Sol; General Nutrition Co., vitamins; Lawry's Foods Co., condiments; Little Crow Milling Co., cereal; North Woods Coffee Co.; Ice Cream on a Stick; Plough Inc., for Easter egg dyes; Schaper Mfg. Co., toys; Spalding Co., toys; and U. S. Borax & Chemical Co. #

'Newsweek' Names Three

Borden R. Putnam has been appointed to the new post of vp-international of *Newsweek*, with headquarters in London. Succeeding him as treasurer of the magazine is Thomas O. Darrigan, formerly assistant treasurer. Harry C. Thompson will continue as director of the magazine's international editions, with headquarters in New York. *Newsweek* also has named James E. Baillie, formerly a *Newsweek* trainee, to its Boston sales staff and William B. Cecil, previously with *McCall's*, to its New York sales staff.

What they see on
WJAC-TV

THEY BUY!

MILK
MILK
MILK

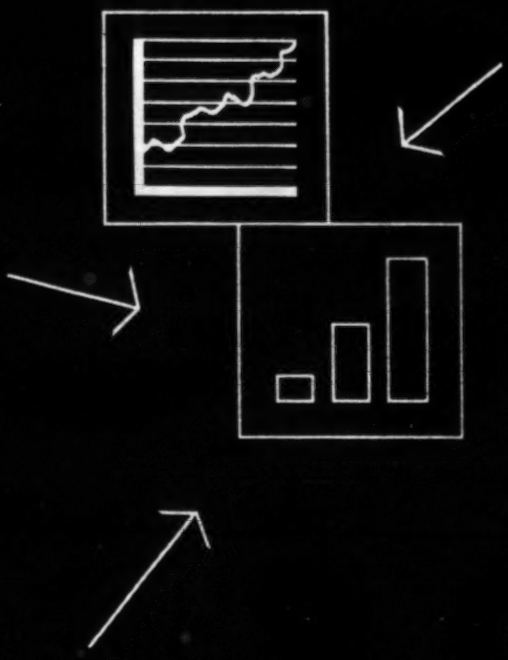
You won't find a better showcase for your product in the Johnstown-Altoona Market than WJAC-TV. Both ARB and Nielsen rate WJAC-TV the Number One station in this area. But even more significant than statistics are sales results—and happy advertisers, in every product category, attest to the selling power of WJAC-TV. Why not put your advertising on the station that turns statistics into sales!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Fight
HEART
DISEASE
#1
ENEMY
Give HEART FUND

THE HOUSTON CHRONICLE



LEADS
LEADS
LEADS

The Chronicle Leads In Total City Circulation— Daily and Sunday

5,482 More	71,554 More	16,005 More
Total City Circulation Daily Than The Houston Post	**Total City Circulation Daily Than The Houston Press**	**Total City Circulation Sunday Than The Houston Post**

The Chronicle delivers the best coverage of metropolitan Houston —
And this is important to you because . . .

Of the entire 23½ county Houston Retail Trading Zone, Metro Houston represents

72%	80%	75%
of the total population	**of the total effective buying income**	**of the total retail sales**

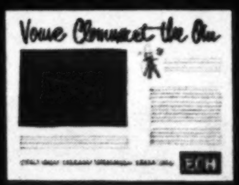
Sources: Comparison of Publishers' statements to the Audit Bureau of Circulations for the six-month period ending September 30, 1960. Chronicle daily, Monday through Friday. SRDS 1960.

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

In Houston, The Chronicle Reaches More People



In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

Member The TEXAS GROUP

Indicted Richards Companies File in Bankruptcy

Bruce Richards Corp., mail order operation now under indictment for a $500,000 mail fraud conspiracy (AA, Dec. 10), has filed petitions under Chapter XI of the Bankruptcy Act, to effect a settlement with unsecured creditors. Three companies are involved. Bruce Richards Corp. lists liabilities of $252,740 and assets of $152,250. Bruce Richards Advertising lists $198,593 liabilities and $183,354 assets. Bruce Richards Sales lists $125,886 liabilities and $79,611 assets.

The Richards operation included premium fulfilment and contest judging. A 100-count federal grand jury indictment charges the company with allegedly bribing postal employes to falsify bulk mailing records, duping several large advertising clients in the process.

Jackson Joins Metlis & Lebow

Stevens P. Jackson has joined Metlis & Lebow, New York, as senior vp and television director. Among the accounts moving with him are the National School of Home Study, the Dale Dance Studios chain and Federal Life & Casualty Co. Mr. Jackson was formerly director of television at William, Warren, Jackson & Delaney.

Agency Begins Newsletter

Barkus & Kaplan Advertising, Philadelphia, is publishing a new monthly external newsletter, the "Ad-Lib," commenting on advertising trends and new concepts in merchandising. It is sent to agency clients and other advertisers.

This New Group
has everything!

See page 57.

If you sell to the Government, be on the ALERT!

Special March issue of SIGNAL analyzes Air Force, is a must for all concerned with national defense

High over hostile territory, a satellite blinks an eye, observing a missile blast-off. In the United States, alarms ring, rockets are readied, men scramble for planes. In seconds, a giant system swings into action, with the Air Force out front, for defense and for instant retaliation.

How good the Air Force is, how great the job it does, will depend largely on the minds and hearts of men; but equally important will be the role of communications-electronics. Will we be warned in time? A second's delay could bring death and disaster. Is the hostile missile being plotted right? Are the anti-missile missiles homing on target?

What you need to know and to do

The March special issue of *Signal* will reveal, for the first time in years, the whole story of Air Force telecommunications. Among other matters, it will deal with the capabilities of defense networks such as SACCOMNET, AIROPNET, COMLOGNET, and analyze the arrangements made for SAC emergency communications.

Thousands of highly-placed military and civilian defense personnel will read this special Air Force issue, many of them looking for better materials and telecommunications equipment to buy. It stands to reason: whatever the defense goods you make, whatever the services you offer, it will pay you to speak to these people through advertising in their own journal.

Hurry!

Closing dates:
Copy: Feb. 1
Plates: Feb. 8

You can share in a $4.5 billion market

Signal reaches 10,000 prime prospects for your product every month. This includes top men in the Armed Services, key contractors, and sub-contractors. Between them, they have a say in spending the 4.5 billion dollars the Government pours each year into this branch of defense.

Make sure of your share of this market by advertising regularly in *Signal*. And what better time to start than with the March special issue? Remember, you can be in this premium-reader-interest Air Force issue at no increase in rates! Call or write in your reservation right now.

SIGNAL
Official Journal of
the Armed Forces Communications and Electronics Association

Wm. C. Copp & Associates
72 West 45th St.
New York 36, MU 2-6606

This Week in Washington . . .

'Untouchables' Fictionalized Capone Incident Rouses Government Wrath

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 26—The cry of indignation from the Department of Justice over recent episodes of "The Untouchables" was still echoing in industry and government offices this week.

Originally it was no more than a dispute between ABC-TV and the Bureau of Prisons over a fictionalized version of the transfer of Al Capone from Atlanta to Alcatraz. But, as one of his last acts before leaving office, outgoing Attorney General William P. Rogers found a way to frame it as a matter of high principle, with serious implications for the industry.

In the past, "The Untouchables" has been criticized from time to time for "too much violence." But violence is a matter of taste. No public official could press this point without raising the specter of "censorship."

▪ Now, however, it is argued that the program's semi-documentary technique deceptively mixed fact and fiction. In a letter to Sen. Andrew F. Schoeppel (R., Kan.), the ranking Republican of the Senate committee on interstate and foreign commerce, Mr. Rogers drew a parallel with the rigged quiz shows.

The Rogers letter said violence and brutality, which reflected great discredit on the prison service, had been portrayed in the program, and that his investigation showed that none of it occurred.

"Like payola and the quiz shows," he said, this program seems like "another example of broadcasters failing to fulfill their duties as trustees for the public."

▪ In the early stages of the dispute, James V. Bennett, prison chief, had demanded an opportunity to see one of the "Untouchables" episodes before it was screened. ABC-TV rejected his request, contending that it had only two days' notice and couldn't make the arrangements.

The situation subsequently took a more serious turn. Mr. Bennett notified the FCC that he wants to be heard when licenses for 10 tv stations—some in Florida, others owned by ABC—come up for renewal. If his threat was initially treated lightly, it no longer is.

This week, FCC asked Mr. Bennett for full details about his quarrel with "The Untouchables." He's to provide chapter and verse showing how the fictionalized version varies from the actual records of the prison service. Included in his brief, he told ADVERTISING AGE, will be letters from members of the public who believed the information portrayed in "The Untouchables" was fact.

▪ Mr. Bennett said his quarrel is solely with the use of the documentary techniques. "They use the names of real people to create the impression that the events are true. They can't brush it aside simply by announcing that the story is fictionalized."

Mr. Bennett says he has a responsibility to protect the reputation of the prison service. "Sure, we occasionally have someone who does something wrong," he says. "But I can't stand by and let the American public get the impression that our people behave the way they are portrayed on this program."

▪ Except for the Rogers letter to Sen. Schoeppel, none of the behind-the-scenes scampering this week was a matter of public record.

Nevertheless, the possibility of ultimate congressional intervention—though still remote—was developing. At the staff level, the Senate committee on interstate and foreign commerce was preparing to ask ABC for its explanation. Mr. Bennett had assurances that Sen. Warren Magnuson (D., Wash.), chairman of the Senate committee, and Rep. Oren Harris (D., Ark.), chairman of the House committee on interstate and foreign commerce, will talk with him when he is ready.

▪ Because of the "censorship" issue, FCC has always been reluctant to commit itself on any controversy involving programming. Informally, at least, the controversy over "The Untouchables" seems to have caused concern. One commissioner who had monitored the program said he came away with the impression that the audience had no advance notice that it was watching a fictionalized story. "I recall that they had some kind of a brief disclaimer at the end," he said, "but that was hardly adequate."

▪ Former Gov. LeRoy Collins of Florida, new president of the National Assn. of Broadcasters, was among the first to sense the potential danger. In one of his first moves since taking office, he has established contact with ABC's Washington vp, Al Beckman, in an effort to keep informed on what is going on.

Other NAB sources, mindful of the danger the industry faced last year when Congress was exposing deceptive tv shows, hope that any area of genuine conflict can be eliminated voluntarily by the industry.

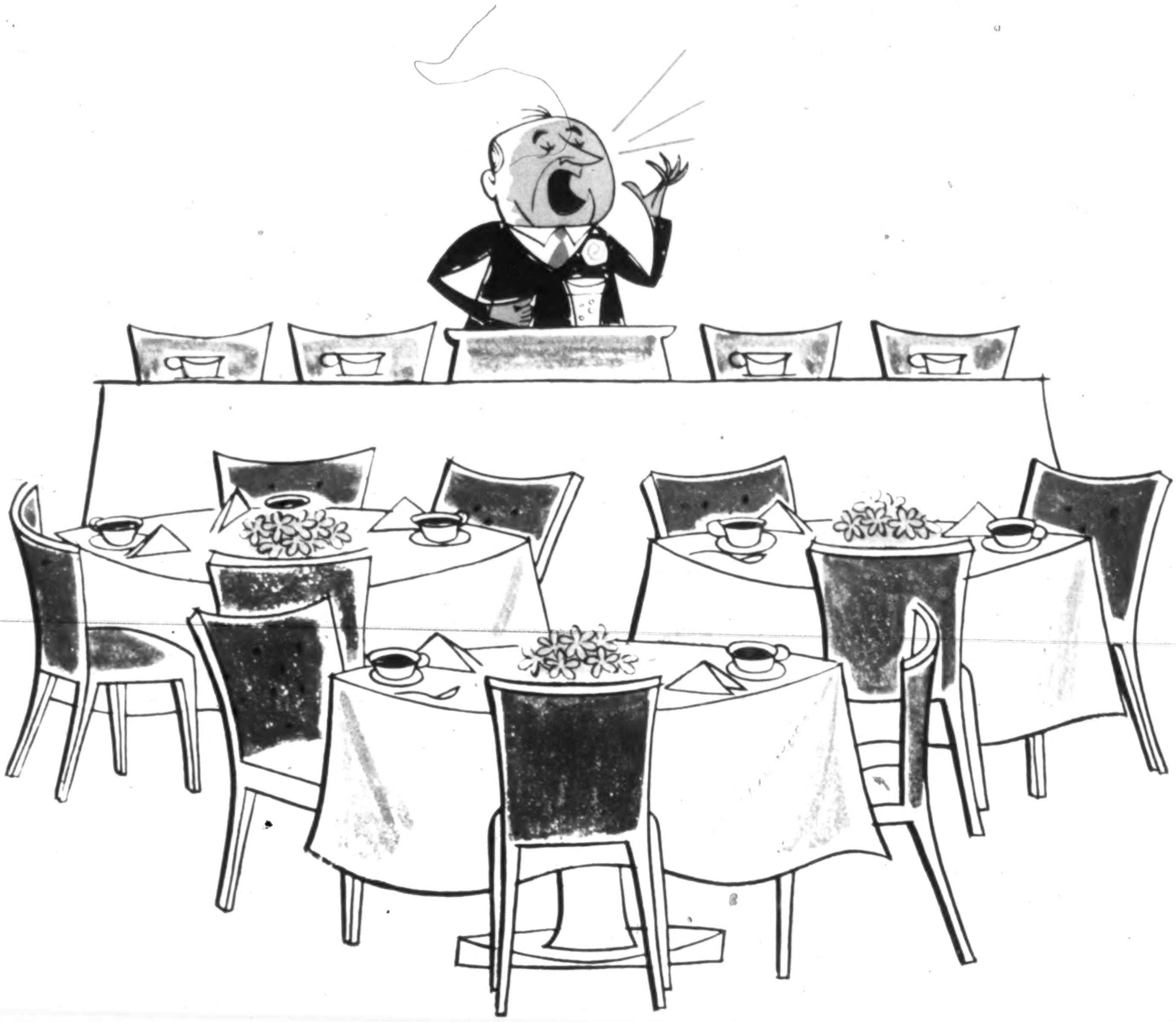
In the light of the Supreme Court decision earlier this week permitting the city of Chicago to license motion pictures, the NAB leadership has fresh reason to be concerned about an industry practice that would give Congress reason for legislating tighter control over programs.

▪ In recent years, a series of court decisions had whittled motion picture censorship to the point where it was all but prohibited. But there has been rising public concern about the flood of new films exploiting sordid and sensational aspects of sex.

Some observers here think that the court's 5-4 decision for movie censorship reflects a shift in thinking. Long ago it was said that "the Supreme Court follows the election returns." With the public expressing its concern about the way the movie industry has been using its freedom, the court's majority apparently was unwilling to deprive local authorities of the power to exercise restraint over films for public display. #

New List of Ad Books Out

The seventh edition of "100 Books on Advertising" has been compiled and annotated by Robert W. Haverfield, associate professor in the University of Missouri school of journalism. Copies may be obtained upon request to the dean of the school of journalism, at Columbia, Mo. The previous edition was published in 1952; the new one includes 71 new or revised listings. Also included for the first time is an address listing of the principal advertising organizations in the U.S.



Something Missing

. . . like California without the Billion Dollar Valley of the Bees

- Actually, total effective buying income of more than 3½ billion, greater than each of 23 states
- Twenty-seven prosperous counties which together form California's third great market

Here is a huge California inland market separate from all others. A market which can only be covered in print with its own local area newspapers: The Sacramento, Fresno and Modesto Bees. Here people read The Bees for local buying ideas. You'll like the sales figures.

Data Source: Sales Management's 1960 Copyrighted Survey

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.

There is nothing harder to stop than a trend and the trend is to ABC-TV, the strong network on week nights and the leader all week.*

NETWORK	MONDAY—FRIDAY AVERAGE RATING	OVER-ALL AVERAGE RATING FOR WEEK MONDAY THROUGH SUNDAY
ABC-TV	**20.8**	**20.6**
NET Y	17.1	19.3
NET Z	17.0	16.0

*Source: Program-appraisal supplement to National NTI reports for week ending January 8, 1961, Nielsen 24 Market TV Report. Average audience. Sunday 6:30-11:00 pm, Monday through Saturday 7:30-11:00 pm.

ABC TELEVISION

1

TESTING

Herbert Tareyton Cigarettes was tested in the Portland, Maine market, the ideal test city.

PORTLAND PRESS HERALD • EVENING EXPRESS
AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

ONE•SIX•TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE
NEWSPAPERS

* source Sales Management

represented by the
Julius Mathews Special Agency, Inc.

Chesser Ross Hobbs

SCHOLARSHIP—*John F. Hobbs, senior advertising student, University of Houston, is the winner of the Houston Adclub's golden anniversary scholarship of $500. The award was made by Alec Chesser, of Houston Natural Gas, who is president of the club, and Billy I. Ross, University of Houston professor in journalism and advertising, dean of the American Academy of Advertising, and chairman of the adclub's educational committee.*

**KRNT-TV is
very big in Des Moines**

Big in total audience – see all surveys
Big in total adult audience – see all surveys
Big in service to the community – see Central Surveys
Big in news – five years of dominance – see all surveys
Big in personalities – see Central Surveys
Big in believability – see Central Surveys
Big in local business – see FCC figures
Big in the lives of people in the community—see the people
Big in sales impact – see Katz

**KRNT-TV is
Des Moines Television**

A COWLES OPERATION

AFA, AAW Set to Launch Nationwide Ad Image Drive

NEW YORK, Jan. 24—Advertising's first continuing campaign in its own behalf will be launched Feb. 5, the first day of National Advertising Week, by the Advertising Federation of America and the Advertising Assn. of the West.

The year-long campaign, which presents advertising as a dynamic force in the nation's economy, with the theme of "Let's Keep Rolling Ahead," was planned by a committee of more than 50 advertisers, agency men and media representatives. Materials were created by McCann-Erickson, task force agency for the campaign.

Media are expected to contribute space and time free and will receive all campaign materials without charge. Free distribution was made possible by financial aid from within the industry and gratis production by engravers and printers, according to George W. Head, manager of advertising and sales promotion of National Cash Register Co., chairman of the campaign.

■ Adclubs throughout the nation are being sent complete kits for the campaign, with materials ranging from a suggested mayor's proclamation to radio scripts.

Print and broadcast media ads are available for the first segment of the drive. New materials will be prepared later in the year for all media as needed, Mr. Head said. #

'Science & Mechanics' Reduces Charge for Second Color

Science & Mechanics, New York, is reducing the extra charge for a second color from $200 to $100 for all advertisers using a half-page or less. This reduction is effective with the May, 1961, issue and will continue indefinitely. The extra charge for full-page advertisers, however, remains $200.

Also effective with the May issue and continuing thereafter up to and including the August, 1961, issue, the magazine is waiving all surcharges for split-run advertisers who (1) use 35 lines or more per issue; (2) furnish two complete plates; and (3) give the publisher "some leeway on the placement of the ad."

Postal Rates Will Be Part of Purview of Ex-Adman Nicholson, New P.O. Finance Exec

Ralph Nicholson

NEW YORK, Jan. 24—No one is more surprised by Ralph Nicholson's switch from advertising to the federal government than he is himself.

As vp and general manager of Fuller & Smith & Ross since 1955, he has always been "entranced and fascinated by advertising and my company. I have been with the agency ever since the war, and I really thought I'd never leave it," he told ADVERTISING AGE in an interview last week.

But on Jan. 7, when the phone rang and his old friend, Postmaster General-designate J. Edward Day, asked: "How about taking a government job?" Mr. Nicholson's spontaneous response was "*Yes!* What is it?

"This probably sounds fatuous, but the thought of working with the government suddenly sounded overwhelming," he told AA, speaking in his precise and thoughtful manner. "This spontaneous desire to go suddenly showed itself. It was undeniable that I wanted to go, even though I had never really thought about it before."

■ The new job for the 44-year-old sandy-haired, bespectacled adman is assistant Postmaster General for finance. He will be responsible for the budgeting, accounting and finance functions of the Post Office, and will be tackling many postal problems pertaining to advertising and publishing, including postal rates.

It's too early for him to forecast any solutions, other than to predict that "we will be very concerned about the deficit.

"It's the intent of Congress to move the mail at rates that will cover the costs," he pointed out. "And certainly our early efforts will be to insure that productivity and control of expenses is as thoroughly exercised as possible to close the gap."

He had high praise for Post Office personnel, finding them "dedicated and energetic, a hard-working competent lot, working readily on Saturdays with no sense of hours."

■ The story of Mr. Nicholson's appointment began when he and his wife visited Washington, D. C., on their winter vacation during the holidays. The capital was humming with talk of the new administration, and Mr. Nicholson decided to look up his old friend, newly-appointed Postmaster General Day. He paid a call on him, resuming a friendship that extends back to 1932 and the days when both were attending the University of Chicago.

The Nicholsons returned to New York on Jan. 7, and about five minutes after they walked into the house, the phone rang. It was Mr. Day asking the question that sent the Nicholson career suddenly swerving in a new direction.

"All the practical aspects of taking the job are wrong," he admits. "It means moving, leaving a way of life I've always wanted and admired—exchanging it for an insecure future and a reduction in income. But I still have a very real compulsion within me to go ahead."

■ This will be his first governmental or political job. He has always been a voting Democrat, but his only work for the party was for the late President Roosevelt, and that was before he was of voting age.

Mr. Nicholson moved into the Post Office headquarters Monday, but he will be commuting back to New York on weekends for several months, finishing up his work at F&S&R, where T. L. Stromberger, a senior vp, has been appointed acting manager of the office.

Mr. Nicholson believes that his advertising background will "add a useful dimension to the bureau"—not only his knowledge of businesses and how they are run, but also his experience in communications. "I think it will help me in studying the facts and making them more lucid and meaningful to others," he said. #

NBC-TV Signs Revlon, P&G, Whirlpool, Wynn Oil

Revlon, New York (Grey Advertising Agency), will sponsor the hour "Bobby Darin Show" on NBC-TV, Jan. 31 at 9 p.m., EST. Immediately following the Darin show, NBC will present the hour "Square World of Jack Paar," sponsored by Procter & Gamble (Benton & Bowles).

Also at NBC-TV, Wynn Oil Co. (Erwin Wasey, Ruthrauff & Ryan) bought half-sponsorship of college basketball's National Invitation Tournament from Madison Square Garden March 18 through 25. This is Wynn's first network tv buy since 1954. Whirlpool Corp. (Kenyon & Eckhardt) sponsored the NBC hour telecast of the grand parade of the annual St. Paul, Minn., winter carnival Jan. 28.

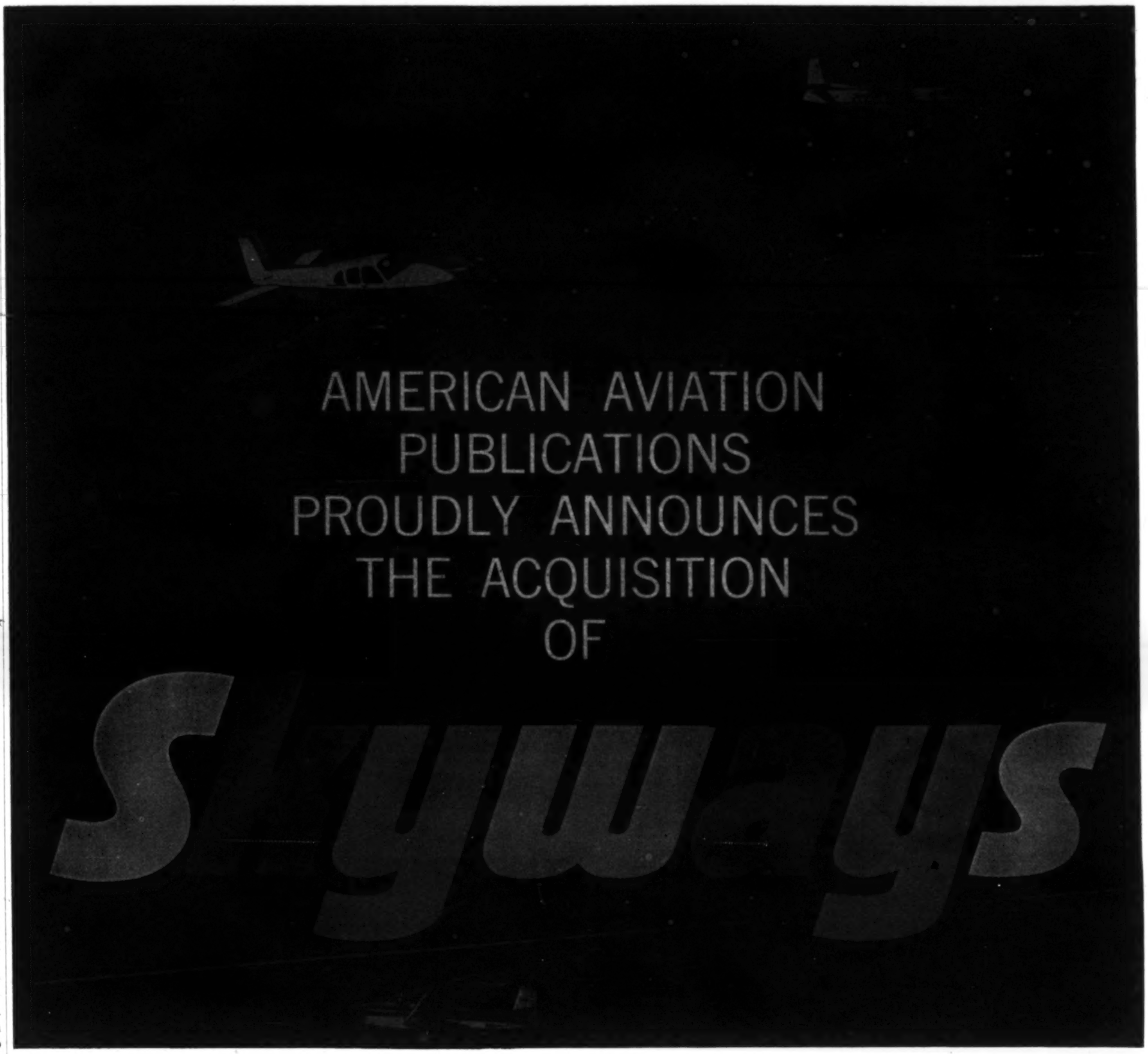
Fire Puts WWTV Off the Air

WWTV, Cadillac, Mich., is temporarily not operating, due to a fire which swept through the station Jan. 24. Damage has been set at more than $250,000, by Daryl Sebastian, assistant manager of the station. Avery-Knodel, the station's representative, has been working with Venard, Rintoul & McConnell to accommodate as much of the Cadillac business as possible on WPBN-TV, Traverse City, and WTOM-TV, Cheboygan.

Cye Landy Moves Offices

Cye Landy Advertising Agency, Columbus, O., has moved its central office to Cincinnati, at 2323 Park Ave., Eden Park.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER


AMERICAN AVIATION PUBLICATIONS PROUDLY ANNOUNCES THE ACQUISITION OF
Skyways

THE MAGAZINE OF THE BUSINESS AIRCRAFT MARKET

SKYWAYS, the official publication of the National Business Aircraft Association, has been acquired by American Aviation Publications—world's largest aviation publishers. The magazine . . . now backed by AAP's financial and editorial resources . . . will continue to support, promote and service the $290,000,000 business aircraft market extensively. SKYWAYS, founded in 1942, has a BPA audited circulation of over 37,000. It offers pinpointed coverage unequaled by any other media in the field.

ANOTHER EXAMPLE OF AMERICAN AVIATION PUBLICATIONS' PRECISION COVERAGE WITHOUT UNWANTED CIRCULATION. Like all American Aviation Publications, SKYWAYS is authoritative and market-tailored. Through its pages you reach, without waste, the cream of the business aviation market—the corporation officers, directors, owners, general managers, pilots of business aircraft. SKYWAYS shares this market-tailored approach with 17 other AAP magazines including AIRLIFT, the magazine of world air transportation, AIR CARGO, serving the domestic and international air shipping market . . . AIR TRAVEL, the news supplement of American Aviation's OFFICIAL AIRLINE GUIDES and AVIATION DAILY, the overnight publication of vital news. For full information on SKYWAYS or any American Aviation Publication, write or call

AMERICAN AVIATION PUBLICATIONS, INC.
World's Largest Aviation Publishers
1001 Vermont Avenue, Northwest, Washington 5, D. C. Telephone: STerling 3-5400

AIRLIFT • AVIATION DAILY • OFFICIAL AIRLINE GUIDE • MISSILES AND ROCKETS • ARMED FORCES MANAGEMENT • AIR CARGO • AIR TRAVEL
AIR TRAFFIC NEWS • WHO'S WHO IN WORLD AVIATION AND ASTRONAUTICS • AEROSPACE YEARBOOK • AEROSPACE FACTS AND FIGURES
R. SPRUCE COMPANY • HOME & GARDEN SUPPLY MERCHANDISER • H&GSM GREEN BOOK • AIR TRAVELER'S GUIDE • WORLD AVIATION DIRECTORY

And Tax Cut, Too? . . .

Hike Productivity Faster, Harper Urges Marketers

End Introspection; Give Time Saved to Clients, Interpublic Head Says

CHICAGO, Jan. 24—Charging that distribution is lagging far behind manufacturing in productivity, Marion Harper Jr., president of Interpublic Inc., today proposed the establishment of a Distribution Productivity Center.

Speaking at a joint luncheon meeting sponsored by Sales-Marketing Executives of Chicago, American Marketing Assn. and Chicago Federated Advertising Club, Mr. Harper said that such a center "would serve both business and the public interest, and that it would meet an urgent need of achieving gains in distribution."

Mr. Harper maintained that distribution gains have fallen behind gains in manufacturing. "As far as we can determine, productivity gains in distribution are at the average rate of 1% a year compared to an over-all gain for the economy of 3%," he said.

■ He ridiculed the claim that "we are living in the a 'mature' economy with 'saturated' markets.

"The fact is that American markets have an astronomically long way to go before they reach saturation," he said. "I don't believe that in any real sense the domestic market for goods is any closer to saturation than it was 15 years ago, when we were entering the most dramatic production and sales boom in our history."

Harper's Olive Branch

CHICAGO, Jan. 24—At the same time he was speaking of the economic advantage of a 10% federal tax cut and contesting the Kennedy campaign assertion that the national growth rate should be 5% ("or 3% or 10%"), Marion Harper Jr., head of Interpublic Inc., said he saw a new era of good feeling in government-business relations.

"Most of us can remember times when government and business were sharply competitive, if not antagonistic," he said. "We witnessed a good deal of working at cross-purposes.

"But I think now we're in a different atmosphere . . . We can't afford a contest of hostile postures between industry and government . . . I think we can testify that there's a genuine will in Washington and centers of industry to assign a top priority to national growth and to mobilize the growth ambitions of individual businesses to support the goals of the country." #

As an example, Mr. Harper pointed out that one of every three American cars is seven years old or older. "Their replacement would create a market as large as all car ownership outside the U.S. It would absorb about three and one-half years of automotive production at its present rate," he said.

In order to increase discretionary income, Mr. Harper suggested a 10% tax reduction in federal taxes, which would add about $4 billion to the after-tax income of consumers.

■ "For example, the immediate effect of such a tax reduction in the automobile market might mean no more than a 100,000 increase in the annual selling rate," he said. "But the eventual cumulative consequence might be five or ten times this figure.

"About the same proportions would apply for other consumer durables. For the whole range of household goods, the immediate impact of tax reduction might add no more than $200,000,000 a year to the total market, but the cumulative increase might well exceed $1 billion a year."

Mr. Harper urged that "advertising and marketing services must make a more intensified effort to improve their own productivity." Following are eight suggestions that he proposed to accomplish this end:

- "Each of us should be a kind of missionary for investment in communications research—market research, media research, advertising research."
- "We should encourage investment in product innovation, based on a continuing knowledge of the market."
- "We should contribute to the continuing development of market philosophy, both in a practical and theoretical sense. This job should not be left solely to the universities."
- "While continuing to improve skills in advertising—the largest share of paid communications—we should help build the stature of professionalism of all other marketing communications skills. Too often research, promotion, merchandising and public relations are placed in the shadow of advertising."
- "We should refine methods for auditing of advertising programs to measure their actual accomplishment. We should assign specific objectives to an advertising program; establish benchmarks of awareness and attitudes among prospects; and measure what an advertising program contributes in relation to these benchmarks."
- "We should shy away from the generalities of advertising's daily vocabulary—nebulous talk about images, impact and reach. This, in itself, would be a gain in productivity."
- "We should develop new forms of cooperation within the marketing field. This might include new measurements of effectiveness of mass communications in a period when advertising itself has become an almost $12 billion industry, with the prospect of almost doubling over the next ten years.

"There might be cooperative studies to improve prospects of success in launching of new products. Today, of some 25 new products that are developed and test marketed, only one succeeds. This would seem to be too high a mortality rate. These are just examples of many similar joint studies that could be profitably undertaken.

- "The advertising and marketing field might give far less time to introspection and preoccupation with its own image; and devote the time saved to clients and customers," he concluded. #

Cartier Buys WRFM Show

Cartier, New York jeweler, marked its entry into broadcast advertising with the purchase of nightly participations in the Monday-through-Friday Casper Citron interview show on WRFM, New York. The buy was made through Albert Frank-Guenther Law.

Copeland to Aubrey, Finlay

John G. Copeland, former vp and comptroller of Grant Advertising, has joined Aubrey, Finlay, Marley & Hodgson, Chicago, as vp and business manager. Prior to joining Grant in 1952, he was with O'Neil, Larson & McMahon.

Robbins
Bull
Ax
Free
Coste

POSTER AWARDS—*Principals in the 29th annual poster art competition sponsored by the Art Directors Club of Chicago were Burr L. Robbins, president, General Outdoor Advertising Co., host to the competition; Herbert S. Bull, executive art director, J. Walter Thompson Co., and president of the ADCC; Chuck Ax, creative director, N. W. Ayer & Son, and chairman of the competition committee; F. William Free, vp, McCann-Marschalk Co., and chairman of the jury; and Felix W. Coste, president, Outdoor Advertising Inc. Nearly 1,000 entries were submitted in the competition.*

LeGrand Joins Storer as Manager of Milwaukee Station

MIAMI BEACH, Jan. 25—Roger W. LeGrand, formerly vp and director of the radio-tv department of Cramer-Krasselt Co., Milwaukee agency, has joined Storer Broadcasting Co. as manager of its Milwaukee station, WITI-TV.

At the same time, Joseph W. Evans Jr., who had been manager of WITI-TV, has assumed that post at Storer's Toledo station, WSPD-TV. Mr. Evans replaces Peter Storer, who recently was named to head Storer's new tv sales representative company.

William J. Flynn, formerly general sales manager of WAGA-TV, Storer's Atlanta station, has been appointed general sales manager of WITI-TV, replacing Emmett A. Hassett. E. Dean McCarthy has been named operations manager of the Milwaukee station, succeeding Glenn G. Boundy Jr. Mr. McCarthy returns to WITI-TV after a year's absence, during which time he organized and operated Storer's quality control department at its headquarters here. Messrs. Hassett and Boundy will receive new assignments soon.

■ Meanwhile, Terry H. Lee, who recently was named regional vp in charge of WITI-TV, WSPD-TV, and WAGA-TV, said he soon would name a successor for himself as managing director of WAGA-TV. A replacement for Mr. Flynn as sales manager of the station also will be named shortly. #

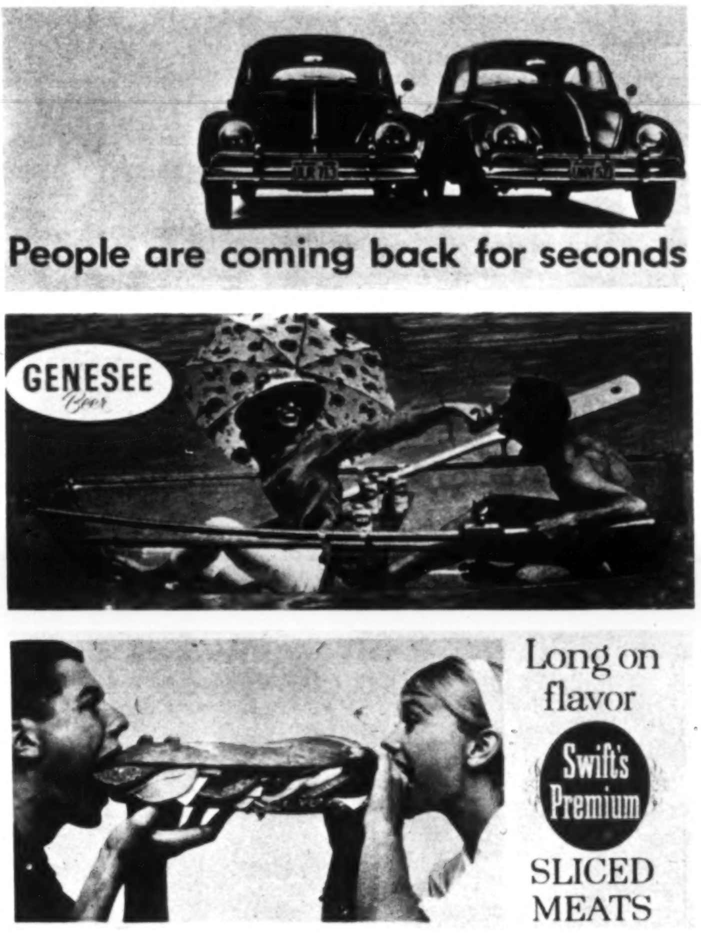
Canadian Breweries Hits Sales, Earnings Highs in '60

Canadian Breweries Ltd. has reported that sales and earnings for the fiscal year ended Oct. 31, 1960, hit $340,852,368, compared with '59 sales of $333,764,285.

Earnings jumped 11% to $13,761,464 from '59 profits of $12,395,992. Canadian Breweries Ltd. is the parent company of Carling Brewing Co., Cleveland, the fourth largest brewer in the U.S., which sold 4,790,000 bbls. of beer in 1960 (AA, Jan. 16).

H. J. Heinz Shifts Loftus

Richard Loftus, formerly general manager of sales promotion and advertising of H. J. Heinz Co. of Canada, has been named a product manager in the product marketing general department, marketing division, of H. J. Heinz Co., Pittsburgh. He will supervise marketing and promotion programming of the company's beans and spaghetti-macaroni product lines.



CHICAGO ADC WINNERS—*Here are the three top winners in the 29th national competition of outdoor advertising art sponsored by the Art Directors Club of Chicago. The Volkswagen poster (Competition Motors Distributors) won first grand award (gold medal). Doyle Dane Bernbach Inc. is the agency; Bernie Gardner is the photographer; and Stan Jones is the art director. The Genesee Brewing Co. poster won second grand award (silver medal). McCann-Marschalk Co. is the agency; Horn-griner is the artist; and Arthur H. Hawkins III is the art director. The Swift & Co. poster won third grand award (bronze medal). McCann-Erickson is the agency; Robert Koropp is the artist; and James Sherman is the art director.*

CBS Names Sports Heads

CBS Sports, which previously functioned as a unit of CBS News, New York, has become a separate department within the framework of the CBS Radio and CBS-TV networks. William C. MacPhail, previously director of sports of CBS News, has been appointed vp in charge of the new CBS-TV sports department. James M. Dolan, formerly an executive producer of sports shows for CBS Radio, has been promoted to director of sports for the radio network.

Lanvin, Hallmark Join Forces

Lanvin Parfums, New York, and Hallmark Cards, Kansas City, have joined forces to offer Valentine cards which contain purse-size vials of Arpege. Both the perfume and the cards will be advertised on the Hall of Fame show, "Time Remembered," Feb. 7. The perfume's slogan, "Promise her anything, but give her Arpege," may be changed to "Promise her the world, but give her a Valentine card."

Teison Named Ad Director

Herbert J. Teison, formerly advertising manager of St. Regis Publications, has joined *The Saturday Review* as advertising director of the *Metropolitan Opera Program Magazine*. He succeeds Charles Wadsworth, who has resigned.

Announcing...

A New Newspaper Market Package of Major Sales Importance

KANSAS NEWSPAPER GROUP

TOPEKA CAPITAL-JOURNAL
HUTCHINSON NEWS
SALINA JOURNAL

CIRCULATION 177,000

ENABLES ADVERTISERS TO:

1. Readily evaluate as a unit 3 important Kansas marketing areas, now unified as a single MAJOR market.
2. It integrates 2/3rds of Kansas—70 Counties—into the State's *largest* market.
3. It provides with facility, deep vertical and effective state-wide coverage, in a market of 860,000 *total* population—434,000 Urban population in 37 Urban places—otherwise insulated from outside influence of major newspapers . . . See coverage Box Score below.

70 COUNTY AREA

Coverage Box Score

KANSAS GROUP

26 Counties	60% to 100% Coverage
22 Counties	40% to 59% Coverage
22 Counties	20% to 39% Coverage
70 Counties	**63% Overall**

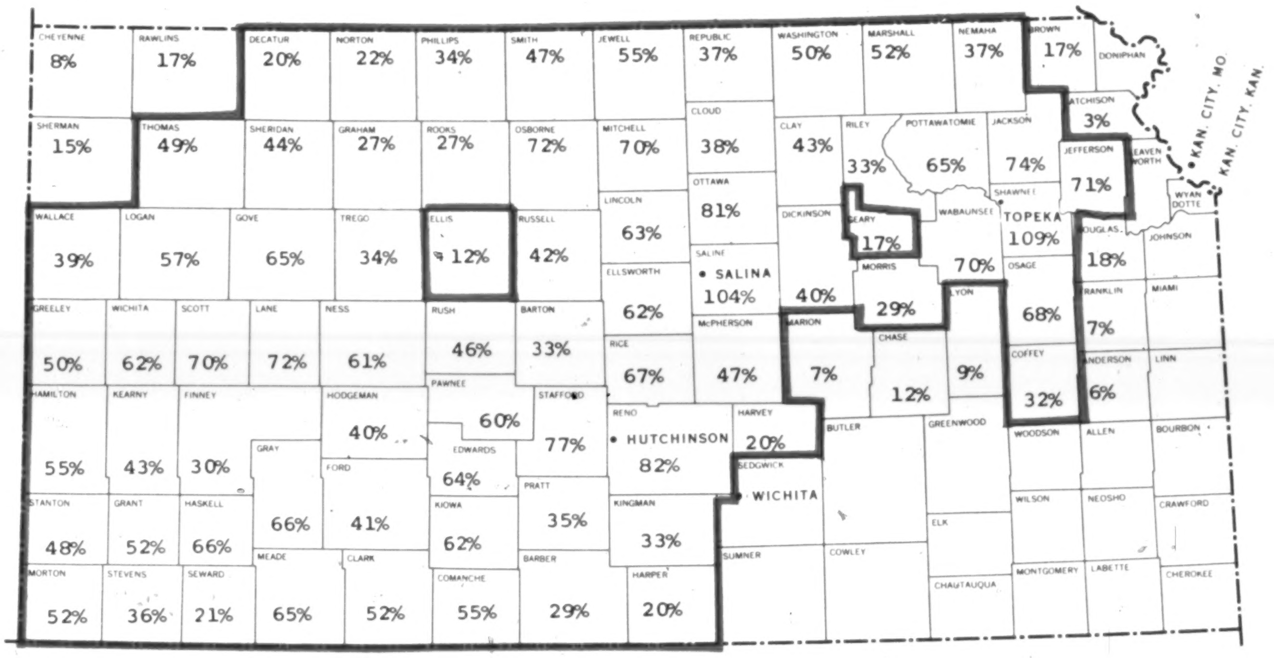
70 COUNTY AREA

All Major Newspaper Coverage

	Circulation	% Coverage
Kansas Group, (Daily)	164,000	63%
Wichita Eagle Beacon, M. & E.	17,800 (est.)	7%
Kansas City Mo. Star (Daily)*	12,300	5%
Kansas City Mo. Star (Sunday)	15,000	6%

*"Twice Daily"

KANSAS NEWSPAPER GROUP—COVERAGE AREA—70 COUNTIES—20% MINIMUM


CHEYENNE 8%
RAWLINS 17%
DECATUR 20%
NORTON 22%
PHILLIPS 34%
SMITH 47%
JEWELL 55%
REPUBLIC 37%
WASHINGTON 50%
MARSHALL 52%
NEMAHA 37%
BROWN 17%
DONIPHAN
SHERMAN 15%
THOMAS 49%
SHERIDAN 44%
GRAHAM 27%
ROOKS 27%
OSBORNE 72%
MITCHELL 70%
CLOUD 38%
CLAY 43%
RILEY 33%
POTTAWATOMIE 65%
JACKSON 74%
ATCHISON 3%
JEFFERSON 71%
LEAVENWORTH
KAN. CITY, MO.
KAN. CITY, KAN.
WYANDOTTE
WALLACE 39%
LOGAN 57%
GOVE 65%
TREGO 34%
ELLIS 12%
RUSSELL 42%
LINCOLN 63%
OTTAWA 81%
DICKINSON 40%
GEARY 17%
WABAUNSEE 70%
SHAWNEE
TOPEKA 109%
DOUGLAS 18%
JOHNSON
ELLSWORTH 62%
SALINE
SALINA 104%
MORRIS 29%
OSAGE 68%
FRANKLIN 7%
MIAMI
GREELEY 50%
WICHITA 62%
SCOTT 70%
LANE 72%
NESS 61%
RUSH 46%
BARTON 33%
RICE 67%
McPHERSON 47%
MARION 7%
CHASE 12%
LYON 9%
COFFEY 32%
ANDERSON 6%
LINN
HAMILTON 55%
KEARNY 43%
FINNEY 30%
HODGEMAN 40%
PAWNEE 60%
STAFFORD 77%
RENO
HUTCHINSON 82%
HARVEY 20%
BUTLER
GREENWOOD
WOODSON
ALLEN
BOURBON
GRAY 66%
FORD 41%
EDWARDS 64%
SEDGWICK
WICHITA
STANTON 48%
GRANT 52%
HASKELL 66%
KIOWA 62%
PRATT 35%
KINGMAN 33%
ELK
WILSON
NEOSHO
CRAWFORD
MORTON 52%
STEVENS 36%
SEWARD 21%
MEADE 65%
CLARK 52%
COMANCHE 55%
BARBER 29%
HARPER 20%
SUMNER
COWLEY
CHAUTAUQUA
MONTGOMERY
LABETTE
CHEROKEE

Group Order Discount—Frequency Discounts

Discount Range—10% Minimum, 28% Maximum—See Rate Card Below

RATE CARD, DAILY OR SUNDAY—EFFECTIVE FEBRUARY 1, 1961

Total of Individual Ad Rates
3 Newspapers—$.81 per line
GROUP PURCHASE DISCOUNT
10% (approx.) $.73 per line
Frequency Bracket Discounts —
(From Group Rate, $.73 per line)

AD SIZE	5x	10x	20x	30x	40x	50x
100 lines	1%	2%	4%	6%	8%	10%
300 lines	2%	4%	6%	8%	10%	12%
600 lines	3%	6%	8%	10%	12%	14%
1000 lines	4%	7%	10%	12%	14%	16%
1500 lines to a page	5%	8%	12%	14%	16%	18%
Full Page	7%	10%	14%	16%	18%	20%

One Order—One Invoice—One Representative

KANSAS NEWSPAPER GROUP

Jann & Kelley, Inc.

NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT
KANSAS CITY · LOS ANGELES · ATLANTA

TOPEKA CAPITAL-JOURNAL **HUTCHINSON NEWS** **SALINA JOURNAL**

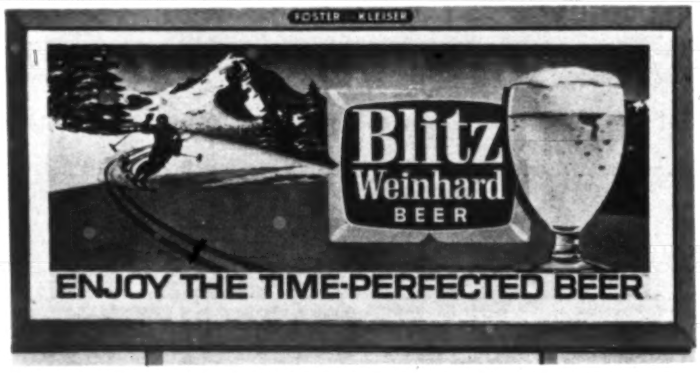
PHOTO REVIEW

Nichols Finold Monk Defize Brouwet

FESTIVE NOTE—*Rudy H. Finold and Keith V. Monk, joint managing directors of Advertising International, Brussels, greet guests at a cocktail party given by the agency. Guests being greeted are J. Nichols, director, Bovril Ltd.; J. Defize, director general, British Petroleum; and A. Brouwet, director, Liebig Co.*

Mrs. Vladimir Vladimir Yoshida

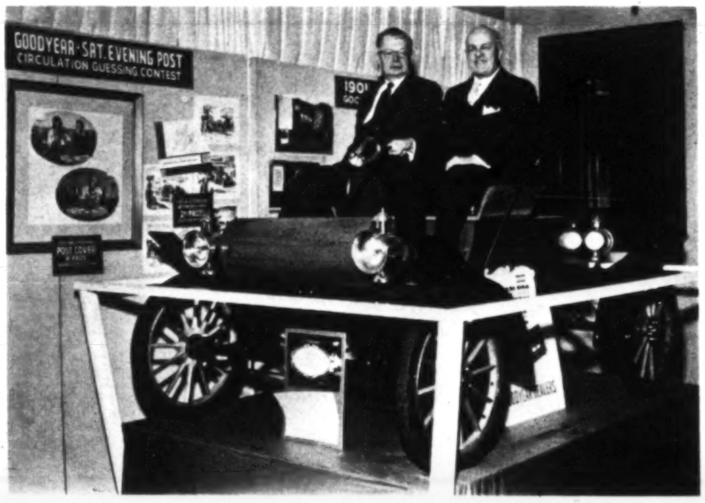
JAPANESE HOSPITALITY—*Irwin A. Vladimir, board chairman of Gotham-Vladimir Advertising, New York, and his wife are entertained at a geisha party in Tokyo by Hideo Yoshida, Dentsu Advertising.*



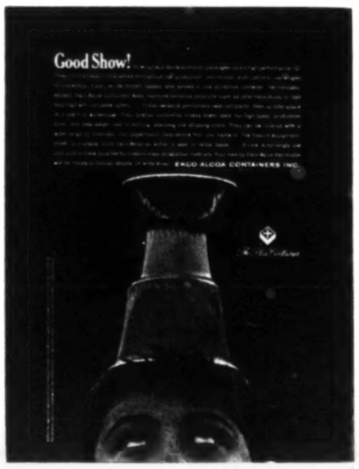
FAMILIAR SIGHTS—*Blitz-Weinhard Co., Portland, Ore., is tying in its Blitz beer with famous winter sports centers in the Pacific Northwest in its outdoor poster designs. Johnson & Lewis, San Francisco, is the agency.*

Durland Whitehead Weir

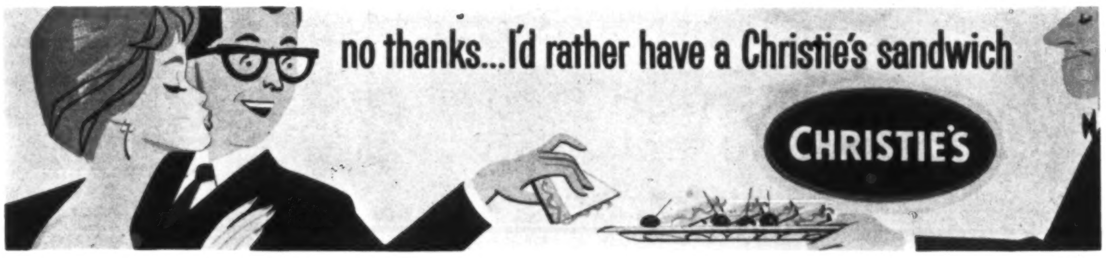
CUP THAT CHEERS—*Shown drinking a toast with coffee at the 50th annual convention of the National Coffee Assn. in Boca Raton are J. R. Durland, new chairman of the association, and two of the guest speakers at the convention: Commander Whitehead, president, Schweppes (U.S.A.) Ltd., and Walter Weir, chairman of the executive committee, Donahue & Coe.*



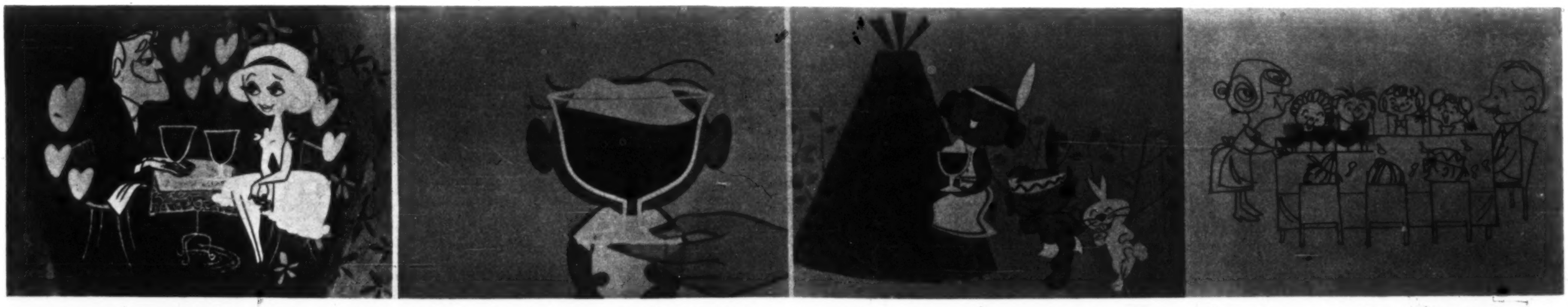
FIRST PRIZE—*C. W. Thorp (left), Goodyear Tire & Rubber Co.'s tire division marketing manager, and Kenneth C. Zonsius, Goodyear's director of advertising, test an authentic reproduction of a 1903 horseless carriage. The surrey will be first prize to the Goodyear dealer most accurately guessing the circulation of the Jan. 7 Automobile Row issue of The Saturday Evening Post in which the company's annual "vote of confidence" ad appears.*



GOOD SHOW—*Ekco-Alcoa Containers Inc., Wheeling, Ill., is using four-color ads like this in packaging publications to introduce its line of aluminum foil container products and services.*


no thanks...I'd rather have a Christie's sandwich
CHRISTIE'S

LET THEM EAT BREAD—*Christie's Bread Ltd., Toronto, is using a light touch in its outdoor campaign with six different bulletins, each using the theme of someone preferring Christie's bread (in the case above, preferring the bread to a kiss from a pretty girl). Cockfield, Brown & Co. is the agency.*



WHAT'S FOR DESSERT?—*These scenes are from Jell-O animated commercials now being rotated on CBS-TV's "Hennesey" and ABC-TV's "Soupy Sales." The ads, which also use actors, are built around the theme "What's for dessert?" and are intended to show the universal appeal of the product. Emphasis is also placed on keeping waistlines down with Jell-O. The fourth picture, promoting the new family-size package, will be shown for the first time on Jan. 30 on "Hennesey." All of the ads include the jingle "Light, bright, just right, nothing quite like it—Jell-O." Film Fair, Hollywood, produced the commercials. Young & Rubicam is the agency.*

SOLD
BY
THE HERALD
"Sure, the biggest automotive market in the South is HERALDLAND"
1961 MODELS

HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

Yes . . . HERALDLAND! $523 million in auto sales. More than the total automotive sales in the Metropolitan County markets of Atlanta, Birmingham and New Orleans combined.

1,724,000 people . . . $3,307 million effective buying power . . . $2,652 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

JOHN CAMERON SWAYZE—*sells for National Life Insurance Company in a series of 60 and 20-second TV commercials. Noble-Dury & Associates, Nashville, National Life's agency produced the spots in Chicago with . . . .*

FRED A. NILES PRODUCTIONS, INC.

1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.

E. A. Gebhardt, 69, Marsteller Agency Ex-Chairman, Dies

CHICAGO, Jan. 24—Ernest Albert (Geb) Gebhardt, 69, a Chicago adman for 54 years and former board chairman of Marsteller, Rickard, Gebhardt & Reed, died Jan. 22 of a heart attack in his home.

E. A. Gebhardt

Born in Frankenhausen, Germany, he came to this city as a child with his family. After two years of high school, Mr. Gebhardt joined Commercial Art Engraving Co., forerunner of the present Marsteller agency, as an apprentice in the art department at a salary of $1 a week. He was 15 at the time.

He left the creative side and went into selling and account work in 1921, when the company set up an advertising placing division. This division later was called Commercial Advertising Agency and Mr. Gebhardt served as president of the agency.

▪ In 1942, the company name was changed to Gebhardt & Brockson. In 1951, William Marsteller, now board chairman of Marsteller, Rickard, joined the company as a stockholder. The agency adopted its present name in January, 1955, when it merged with Rickard & Co., New York.

Mr. Gebhardt served as board chairman of the agency for a number of years. He retired last year but has continued to serve as a consultant to Mr. Marsteller.

Mr. Gebhardt was the account executive on the Clark Equipment Co. account from 1918 until 1960—one of the longest terms of service on a single account in the agency business today. He had been particularly close to the production aspects of the advertising business and shortly before his death had finished an extensive study of production and traffic procedures in all offices of the agency.

He was one of the charter members of the Assn. of Industrial Advertisers and served as chairman of numerous committees of the organization.

ALTON D. FARBER

CHICAGO, Jan. 24—Alton D. (Al) Farber, 40, vp and general manager of Mayer & O'Brien, public relations company, died yesterday in Wesley Memorial Hospital after a brief illness.

Prior to joining Mayer & O'Brien last year, Mr. Farber was a public relations executive with J. Walter Thompson Co. here for 14 years.

A graduate of Washington & Lee University, Mr. Farber was assistant to the sales and advertising manager of Pilot Radio Corp., Long Island City, N. Y., before World War II. During the war, he served in the Army for four years and was discharged with the rank of captain. He served for three years as public relations officer with the Army's Gardiner General Hospital, Chicago.

JOHN G. MacARTHUR

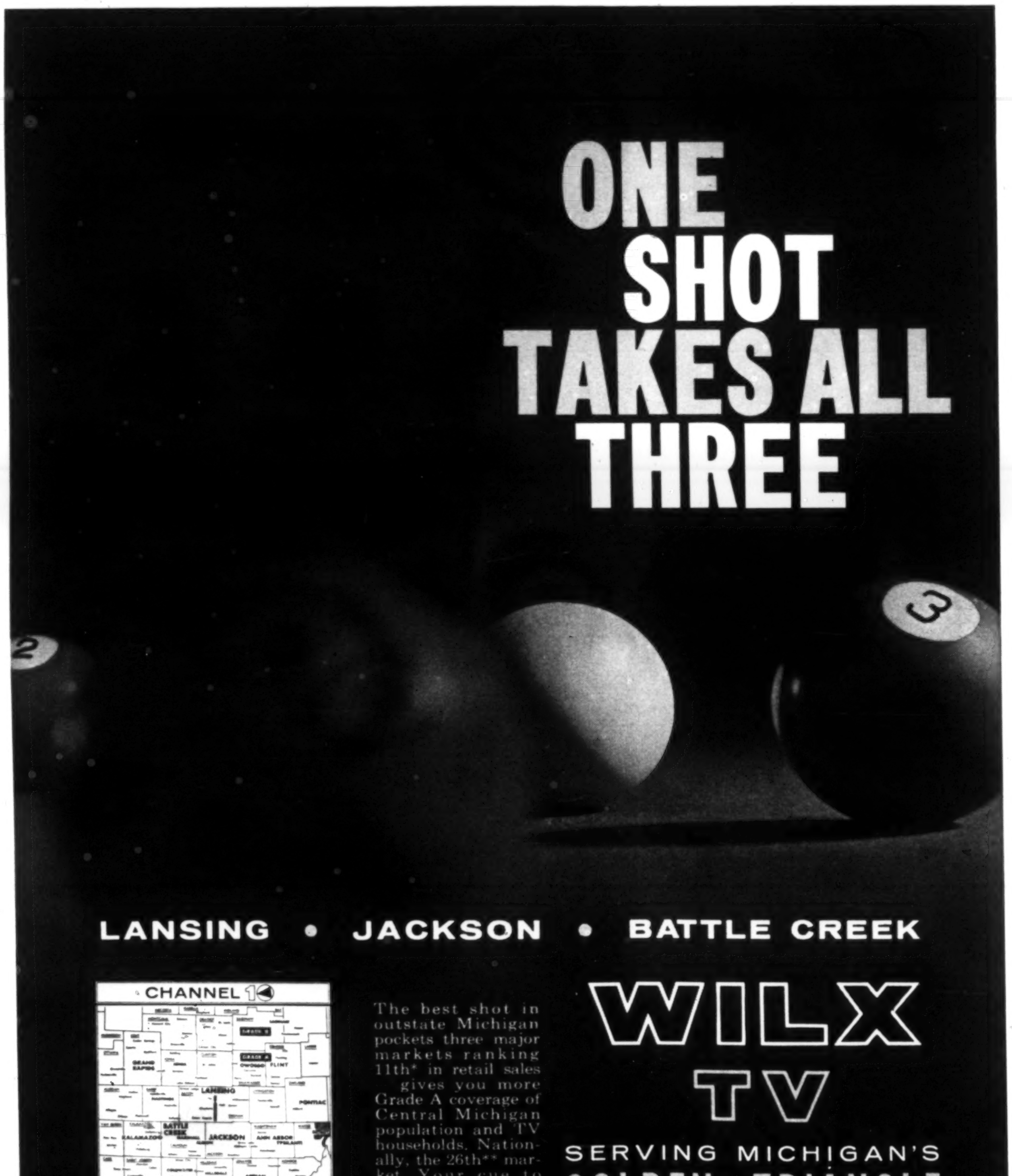
WOODSTOCK, ILL., Jan. 24—John G. MacArthur, 69, retired midwestern sales manager of *Motor*, died of a heart attack here Jan. 17. Mr. MacArthur retired in 1954 after 28 years with Hearst publications. Before that he was with the *Chicago Tribune*. Mr. MacArthur made his home in Crystal Lake. His survivors include a son, John E., advertising representative of *Steel* in Pittsburgh; and a son-in-law, Louis Porterfield, advertising representative of *Parents' Magazine* in Chicago.

JOHN K. BOWER

PHILADELPHIA, Jan. 25—John Keely Bower, 83, who retired five years ago as art director of the Chilton Co., died Jan. 16 at his home in Lahaska, Pa. A native of Lewisburg, Pa., Mr. Bower came to Philadelphia and worked for the Pennsylvania Railroad while studying at the Pennsylvania Academy of Fine Arts. He joined Chilton's art department in 1913.

Idaho Legislature Introduces Bill Banning Trading Stamps

A bill outlawing trading stamps after July 1 has been introduced into the Idaho Legislature, Boise. The measure would allow redemption of stamps already issued until Dec. 31, but after that time makes them worthless. The bill exempts from its provisions coupons or certificates which are included on merchandise, such as breakfast food products.



LANSING • JACKSON • BATTLE CREEK

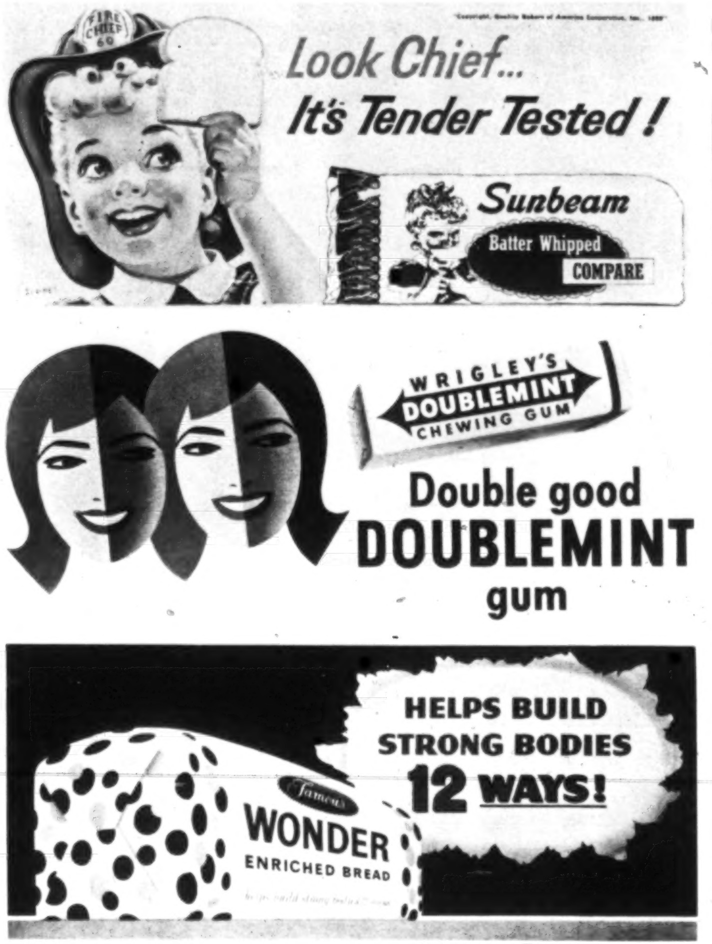
The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc

WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

*SRDS Consumer Market Data
**Television Age 100 Top Markets 11/30/59

WILX is associated with WILS - Lansing WPON - Pontiac



STARCH TOPPERS—*The top rated poster in the Starch national outdoor ratings for the four weeks ending Dec. 7, 1960, was the Sunbeam bread poster, with a copy performance index of 93. Wrigley's gum came in second with an index of 61 and Wonder bread was third with an index of 52. The remaining top rated posters, with copy performance index in brackets, were: Coca-Cola, regular (47); Coca-Cola, king (45); Hamm's beer (44); Shell gas (43); Budweiser beer (43); Four Roses whisky (41); Mars' Milky Way (40); Morton salt, popcorn theme (40); and Morton salt, umbrella theme (40).*

Average Industrial Distributor Spends 0.4% on Ads, 'ID' Says

NEW YORK, Jan. 25—U. S. industrial distributors spent an average of 0.4% of gross sales on advertising and sales last year, according to a survey by *Industrial Distribution*.

Direct mail, clinics and demonstrations, and catalogs issued periodically, take the major share of budgets, the McGraw-Hill publication reported.

The survey showed that only 10% of companies having sales in the $500,000 to $1,000,000 range have ad departments, as against 62% of companies having sales of $5,000,000 and over. Two-thirds of the $5,000,000-and-over class indicated they do not use agencies.

The distributors' largest sales promotion expenditures were for catalogs issued periodically. "In general, they issued a catalog every four to seven years, spending an average of $24,000, which was written off in anywhere from one to three years. The cost per copy ran from less than $2 to as much as $30, in one case," the magazine reported.

■ On the average, distributors in the $5,000,000-plus class maintained a weekly direct mail frequency, as against an average once or twice-a-month mailing by those in the $500,000-to-$1,000,000 sales class. ≠

Cohill Joins Wilson Shop

James H. Cohill, formerly with D'Arcy Advertising Co. and the personal products division of Johnson & Johnson, has joined Robert E. Wilson Inc., New York pharmaceutical agency, as an account executive.

Blair Names 4 VPs; Forms Sales Management Board

John Blair & Co., New York, has appointed four vps. They are Lou Faust and Ed Whitley, sales executives in the New York office; Charles Fritz, manager of the Detroit office; and Heber Smith, manager of the San Francisco branch.

Blair has also formed a sales management board, which includes, in addition to the four newly named vps, Thomas C. Harrison, vp and manager of the Chicago office. John Blair, president of the radio station representative, and Arthur H. McCoy, exec vp, are ex-officio members of the board.

Kaiser Reorganizes Industrial Sales Management Staff

Kaiser Aluminum & Chemical Corp., Oakland, Cal., has divided its industrial sales management staff into four over-all marketing departments, with specific responsibilities for building products manufacturers, industrial products customers, the can industry and distributors. In 1957, the company reorganized its corporate structure into five major market divisions—electrical conductor, industrial, metals, international and products.

Appliance Sales Drop

Total electric appliance sales dropped last year to $7.17 billion from the $7.84 billion recorded in 1959, according to reports released by *Electrical Merchandising Week*, New York. Radio and television sales were $1.55 billion in 1960 against $1.67 billion the previous year. The McGraw-Hill publication said that while most major appliances showed declines, many of the smaller ones registered healthy gains. These included electric bed coverings, can openers, automatic coffee makers, dehumidifiers, fans and phonographs.

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market

two constants

in the hospital market make it a good market for you

The Modern Hospital

THERE IS NO SLOW-DOWN, *ever*, in the hospital business. Every year since records have been kept, civilian hospital bed capacity and occupancy have followed a straight, upward course. Business fluctuations have never been reflected in hospital utilization. Today, with the health of Americans at an all-time high, the upward trend continues without interruption as more people (now nearly 70%), having hospital and medical care insurance, go to the hospital *when they need to*—for early diagnosis and treatment procedures that are most effectively performed in the hospital.

THIS YOU CAN COUNT ON: hospitals will go on buying, at an ever increasing rate, the thousands of items of equipment and supplies needed for the housing, feeding and medical care of the sick. Hospitals will continue as an *expanding market*, just as they always have, and they will go on building—this year $900 million for new facilities, $1.7 billion in 1969.

ANOTHER CONSTANT is the leadership of the market's *primary medium*, THE MODERN HOSPITAL. For nearly a half-century THE MODERN HOSPITAL has maintained the outstanding editorial service to hospitals and, as a result, the only inducement-free paid circulation in the market, covering 84.7% of the total market, 88.5% of the buying power in hospitals of over 100 beds. For nearly a half-century, too, THE MODERN HOSPITAL has been paid more dollars for more advertising pages from more advertisers than any comparable magazine (45.3% of all advertising in the three hospital administrative magazines in 1960), and 40% of all advertisers in the three hospital administrative magazines use THE MODERN HOSPITAL *exclusively!*

As your 1961 marketing plans get under way, be sure you have all the facts about the primary medium for reaching and penetrating the hospital market. Ask for "12 Highlights of Superiority".

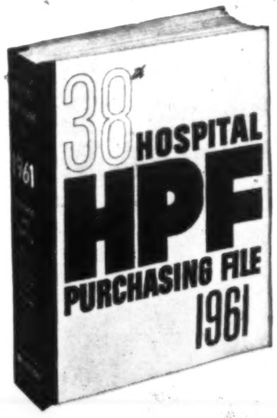
AWARD BY READERS

The American College of Hospital Administrators has selected an article in THE MODERN HOSPITAL as the best writing on administration appearing in the hospital literature during 1960. The article, "The Nature of Administration" was written by Ray E. Brown, Superintendent of The University of Chicago Clinics and Director of the Graduate Program in Hospital Administration of the university. Mr. Brown, a regular contributor to THE MODERN HOSPITAL, is widely regarded as one of the nation's outstanding administrators and is a frequent lecturer to industry and government as well as to hospital and health groups on the science of management.

The American College of Hospital Administrators is the professional society for those directly involved in hospital administration in the United States and Canada and comprises much of the target audience of all hospital administrative magazines and all hospital market advertisers.

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

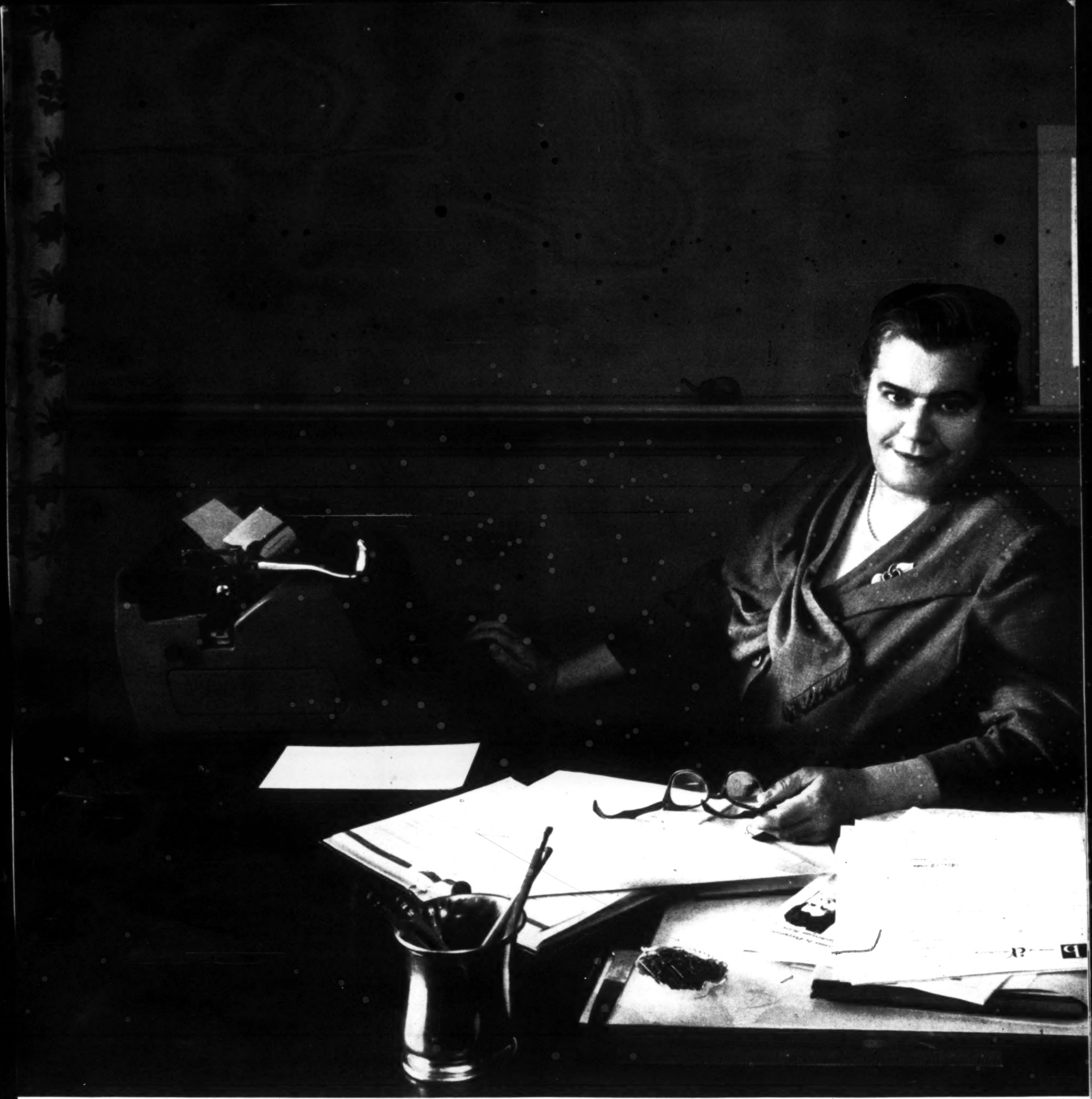
publications of
F. W. DODGE
CORPORATION



File hospital product information here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1961 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.



The pro's pro takes special pride in a job well done in businesspapers—because this is where advertising faces its toughest test. In businesspapers, *you're* talking to people who know the score. They rate you, your company and your products on how well you speak *their* language. From hard-won experience, you know that you put your top talent against advertising . . . in businesspapers.

Advertising in businesspapers

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, N.Y. • 201 NORTH WELLS STREET, CHICAGO 6, ILL. • 333 WYATT BUILDING, WASHINGTON 5, D.C.

NEW
BAKE 'N BROIL
CAKE
NEW
SPUMONI CAKE
bake it in soup

VICE PRESIDENT AND DIRECTOR, NEW YORK AGENCY. PHOTO ON LOCATION BY ARNOLD NEWMAN

means business

...because, in businesspapers, you can do a dominant selling job, strong enough to create real customer excitement, for comparatively little money. A good businesspaper program is within reach of just about every advertiser.

NOW—OVER 3,160,000 BUSINESSMEN INVEST MORE THAN $17 MILLION A YEAR FOR THE PURPOSE OF READING ABP PAPERS.

$2 billion shot you can make blindfolded

Put yourself closer to the sales pin in Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. With a combined daily circulation of 266,213 and Sunday total of 227,653, the Georgia Group papers deliver the coverage and penetration you need and want. And it's one order, one bill, one check . . . and 13% savings on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **MACON** *Telegraph and News*
COLUMBUS *Ledger and Enquirer* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

Motive Research Is Oversold, Say 63% of Chicago Researchers

CHICAGO, Jan. 25—A majority of Chicago market research people (63%) feel that motivation research is oversold and probably not contributing nearly as much as is suggested by its practitioners.

This finding came to light in connection with a survey conducted by David Hardin, exec vp of Market Facts Inc. Questionnaires were distributed to 100 members of the Chicago chapters of American Marketing Assn. and American Statistical Assn. at a joint luncheon; the results were disclosed later at the same meeting. The five-page survey contained 17 questions on market research.

On the other hand, 26% of the respondents said they felt motivation research is undersold and is just beginning to realize its full potential as a research device; 11% said that it is correctly positioned in terms of its over-all contribution to research techniques.

Most of the researchers (61%) blamed themselves for limitations in the use of research findings. The majority said they failed to communicate their findings to management; 39% felt management's inability or unwillingness to accept the findings was at fault.

■ Top management came in for some more knocks when 71% of the respondents said the "brass" underestimates the value of marketing research. Only 7% of the researchers thought top management overestimates the value of marketing research.

A majority of the researchers (51%) also felt that most admen underestimate marketing research, while 42% said that most marketing executives are guilty of the same sin. Some 11% of the respondents thought that their own colleagues do, too.

Asked what market research must develop in order to move forward effectively, 66% said more effective communications with management; 45% named more validation of techniques; 31% listed better techniques; 21% cited lower costs of obtaining information.

■ Questioned about the future of marketing research, 71% predicted there will be "much greater" research activity in five years; 28% voted for "a little greater," while only 1% said "about the same."

An impressive 77% predicted that industrial marketing research studies among manufacturers will increase in future years, with only 4% predicting that such activities will decline. A total of 66% predicted that motivation research will show a steady increase in the future; only 7% forecast a decline in such activities.

The study disclosed that 77% of the respondents said that quantitatively-oriented marketing research is making the most important contributions today, as compared to 23% who voted for qualitatively-oriented psychological marketing research.

■ Asked who would undertake a larger share of future research efforts, only 3% named advertising agency research departments, as compared with 3% for independent research companies that engage primarily in conducting special surveys; 33% for fully integrated manufacturer research departments; and 21% for independent research companies that engage primarily in the collection of data or syndicated research studies. Mr. Hardin pointed out, however, that agency men represented only a small minority at the meeting.

Marketing research today makes its best contributions in the area of new product development, according to 77% of the respondents. Marketing research does its poorest job in the areas of price planning (46%), advertising media selection (41%) and advertising copy testing (40%) (respondents were permitted to name three areas, so the percentages total more than 100%). #

Nelson Joins Keyes, Madden

Clyde W. Nelson has joined the account management staff of Keyes, Madden & Jones, Chicago. Mr. Nelson was formerly president of ARI, marketing communications counsellor, and an account supervisor of McCann-Erickson and Fuller & Smith & Ross.

National Tag to Parker

National Tag Co., Dayton, O., manufacturer of custom-designed, die-cut tags and pressure sensitive labels, has appointed Parker Advertising Co., Dayton, to handle its advertising.

No. 1 in Mail Order Advertising

SCIENCE and MECHANICS
A DAVIS PUBLICATION

The Monthly Magazine for Craftsmen

Of the total mail order display advertising lineage carried by the 4 leading mechanics and science magazines SCIENCE AND MECHANICS tops its nearest competitor by 54%, as shown in the figures at the right.

Average Per Issue Display Mail Order Lineage

	1959	1960
SCIENCE and MECHANICS	**16783**	**15108***
Magazine No. 2	11300	9810
Magazine No. 3	10572	8860
Magazine No. 4	8822	7277

*54% more than nearest competitor

AND HERE IS WHY

Mail order advertisers base their selections of media on checkable *results—not* guess work; *not* opinion; *not* recommendations and *not* statistics. Results to a mail order advertiser mean actual dollars in the cash register. That is why mail order advertisers pick SCIENCE and MECHANICS MAGAZINE as their Number One medium.

And here is the reason behind their preference. Mail order advertisers have found that their most responsive readers are those who step up to a newsstand and pay cash for the magazine of their choice. Here are the percentages of newsstand sale to total circulation of the same group of mechanics and science magazines.

SCIENCE and MECHANICS	**79.6%**
Magazine No. 2	43.3%
Magazine No. 3	32.3%
Magazine No. 4	33.9%

(Based on June 30, 1960 ABC Statement)

For the Highest Percentage of Newsstand Sale—the Greatest Return in Advertising Results as Proved by Preference of Mail Order Advertisers use

SCIENCE and MECHANICS
A DAVIS PUBLICATION

527 MADISON AVENUE, NEW YORK 22, N.Y.
CHICAGO LOS ANGELES DETROIT

OTHER DAVIS PUBLICATIONS

- Science Experimenter
- The New Cars
- Woodworker's Encyclopedia
- 1001 How To Ideas
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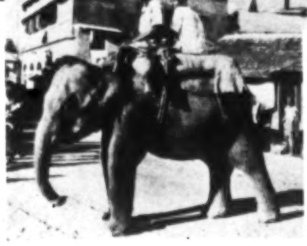
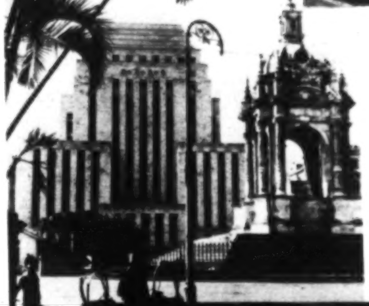
- Radio-TV Experimenter
- Home Repair Handbook
- Car Repair Handbook
- Projects Handbook
- S&M Directory of Tools
- Home Workshop Handbook
- Ellery Queen's Mystery Magazine
- Ellery Queen's Anthology
- Mobile Home Journal





"Ad Age is a remarkably fine medium..."

says FREDERICK E. SPENCE
Executive Vice-President, International Division,
Grant Advertising, Inc.

"I am always impressed at the way our managers around the world, as keenly as those back home, look for their copies of Advertising Age. It is a remarkably fine medium for keeping people in touch with their business and with important developments and trends."

A native of England, Mr. Spence began his advertising career in the creative departments of Allied Newspapers in London. His first overseas post was with the British American Tobacco Company in India, to which he went in 1938 as an advertising executive. Then came World War II service as a Squadron Leader with the Royal Air Force—mainly in the India-Burma theatre.

Mr. Spence joined Grant Advertising in India in 1947 and started offices for the agency in Bombay and Karachi. Widespread travel followed, when, during the period between 1949 and 1952, he headed up and developed Grant operations in South Africa, Brazil and Canada. Mr. Spence assumed the post of vice-president in charge of international operations at the agency's headquarters in Chicago in 1952. As executive vice-president (since 1957), he still travels extensively. Mr. Spence's leisure-time interests include water-color painting, photography and (busman's holiday?) international affairs.

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Helene Curtis Drops Best Shop, Screens Agencies

Lark Budget Gets 50% Boost; 33% Sales Gain Sought

FCC to War on Co-op Abuses, Kintner Warns

Kerr Rider Weakens Outdoor Ad Rule by U.S.

Manischewitz Hikes Budget

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

December Figures

General Farm Publications (December)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959
*Arizona Farmer-Ranchman (bw)	56.2	44.9	735.0	727.7	42,517	33,971	555,666	550,157	40,404	32,815
Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	17.9	19.1	393.8	443.5	13,558	14,439	297,717	335,276	13,558	13,403
The Oregon Farmer	17.7	18.6	369.8	404.5	13,381	14,063	279,554	305,790	13,381	12,986
The Utah Farmer	15.5	17.4	376.9	436.6	11,744	13,154	284,956	330,065	11,716	11,850
The Washington Farmer	17.3	19.4	388.3	413.5	13,048	14,698	293,641	312,569	13,048	13,595
Rural New-Yorker: (m)										
New York-New England Ed.	10.7	14.6	229.5	325.5	8,150	11,114	175,192	252,311	6,373	8,583
Penn.-N.J. Farming Ed.	9.0	12.3	216.2	288.8	6,788	9,391	164,710	221,661	5,011	6,860
Weekly Star Farmer: (w)										
#Kansas Edition	6.7	7.8	170.4	191.5	16,624	19,273	419,839	471,865	7,073	6,925
#Missouri Edition	7.2	7.9	179.7	208.5	17,813	19,420	442,824	513,770	8,545	7,525
#Okla.-Ark. Edition	5.7	6.7	146.3	168.5	14,064	16,443	360,462	415,117	6,234	6,511
Average 3 Editions	6.5	7.5	165.5	189.5	16,167	18,379	407,702	466,917	7,284	6,987
Total Group	151.0	153.8	2,671.1	3,768.5	125,353	129,209	2,459,138	2,774,746	74,411	107,079

#Not included in totals. *Three issues December 1960; two issues December 1959.

Poultry (December)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959
The Poultryman: (w)										
Dixie Edition	15.5	15.8	167.2	181.6	16,838	17,161	181,415	197,072	4,985	8,404
New Jersey Edition	18.3	19.6	223.9	275.2	19,824	21,240	242,946	298,611	7,673	10,108
New England Edition	19.0	18.5	206.1	222.1	20,606	20,047	223,673	241,006	7,399	8,420
National Edition	13.6	13.2	150.7	170.8	14,709	14,282	163,531	185,310	3,899	5,623

Farm Organizations & Education (December)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959
Iowa Farm Bureau Spokesman (w)	41.2	45.8	599.9	603.4	41,820	46,485	608,900	612,047	40,075	43,540
Washington Grange News: (sm)										
#East Edition	10.7	8.7	160.0	158.0	11,620	9,457	173,660	171,818	11,312	9,170
#West Edition	10.8	8.3	159.7	149.7	11,760	9,051	173,112	162,554	11,452	8,764
Average 2 Editions	10.7	8.5	159.8	153.7	11,690	9,254	173,530	167,050	11,382	8,967
Total Group	51.9	54.3	759.7	757.1	53,510	55,739	785,430	779,097	51,457	52,507

#Not included in totals.

Dairy & Livestock (December)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959
Dairymen's League News (bw)	8.5	9.7	165.4	202.0	6,203	7,093	120,445	147,097	5,695	6,439
Western Livestock Reporter (w)	21.3	25.3	362.4	392.1	28,627	34,003	487,036	522,054	8,372	9,436
Total Group	29.8	35.0	527.8	594.1	34,830	41,096	607,481	669,151	14,067	15,875

Canadian

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959	Jan.-Dec. 1960	Jan.-Dec. 1959	Dec. 1960	Dec. 1959
Farmer's Advocate & Canadian Countryman (sm)	23.1	25.7	442.4	489.5	16,159	17,997	309,712	342,621	9,720	10,491
*Free Press Prairie Farmer (w)	53.3	65.3	990.0	1,021.4	62,475	76,349	1,147,053	1,168,562	23,328	29,490
Le Bulletin des Agriculteurs (mon)	21.3	23.7	572.5	604.9	14,931	16,576	400,783	424,785	14,931	16,576
Total Group	97.7	114.7	2,004.9	2,115.8	93,565	110,922	1,857,548	1,935,968	47,979	56,557

*Four issues December 1960; five issues December 1959.

January Figures

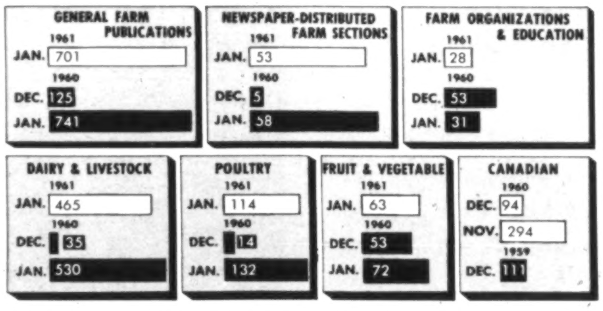
§General Farm Publications (January)

	in Pages		in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
Alabama Farmer:						
#South Edition	7.7	——	5,834	——	5,797	——
#North Edition	7.6	——	5,740	——	5,703	——
Average 2 Editions	7.7	——	5,787	——	5,750	——
American Agriculturist (sm)	22.5	28.0	16,388	20,368	14,330	19,837
Arkansas Farmer: (mon)						
#Delta Edition	10.6	15.3	8,040	11,571	6,705	10,971
#Western Edition	10.4	12.7	7,851	9,623	6,516	9,023
Average 2 Editions	10.5	14.0	7,946	10,597	6,610	9,997
Business Farming (mon)	22.4	32.0	10,089	14,342	8,341	11,920
California Farmer: (sm)						
#Central Valley Edition	37.5	45.0	21,588	28,597	20,678	27,897
#Northern & Comb. Ed.	40.6	46.5	26,704	29,573	25,780	28,873
#Southern Edition	39.1	44.4	22,514	28,254	21,453	27,554
Average 3 Editions	39.6	45.3	23,602	28,808	22,637	28,108
Colorado Rancher & Farmer (sm)	25.9	36.3	19,634	27,473	18,661	25,419
Dakota Farmer (sm)	30.4	41.6	23,900	32,622	22,300	31,210
Electricity on the Farm (mon)	6.9	5.3	2,364	1,809	——	——
Farm & Ranch—Southern Agriculturist: (mon)						
#Southeastern Edition	31.8	30.4	13,625	13,044	11,009	11,074
#Southwestern Edition	29.7	29.3	12,750	12,553	9,918	10,220
Average 2 Editions	31.0	30.0	13,283	12,853	10,583	10,741
Farm Journal: (mon)						
#Central Edition	55.2	80.3	24,128	34,438	22,009	32,377
#Eastern Edition	45.9	67.6	19,694	29,005	17,575	26,944
#Southeastern Edition	44.4	51.7	19,052	22,195	16,933	20,134
#Southwestern Edition	42.9	51.7	18,409	22,195	16,290	20,134
#Western Edition	49.1	63.6	21,054	27,271	18,935	25,210
Average 5 Editions	47.7	63.0	20,467	27,021	18,348	20,933
The Farmer (sm)	67.6	66.5	53,031	52,169	46,218	46,374
Farmer-Stockman: (mon)						
#Oklahoma Edition	28.5	28.4	21,696	21,582	18,467	19,046
#Texas Edition	34.5	29.8	26,237	22,619	23,359	19,513
Average 2 Editions	31.5	29.1	23,967	22,101	20,913	19,280
Farm Quarterly (q)	112.0	123.5	51,744	57,057	50,956	56,275
Kansas Farmer (sm)	53.1	28.0	40,837	21,334	36,447	18,871
Georgia Farmer: (mon)						
#North Edition	6.6	11.8	5,069	8,954	4,160	8,078
#South Edition	7.9	12.9	5,951	9,710	5,072	8,834
Average 2 Editions	7.3	12.3	5,510	9,332	4,616	8,456
Mississippi Farmer: (mon)						
#Delta Edition	6.0	12.5	4,574	9,457	4,180	8,999
#Eastern Edition	5.5	10.8	4,196	8,122	3,802	7,654
Average 2 Editions	5.8	11.6	4,385	8,785	3,991	8,327
†Missouri Ruralist (sm)	41.2	29.3	31,712	22,307	28,170	19,266
Montana Farmer-Stockman (sm)	40.1	53.3	30,331	40,283	21,714	30,856
Nebraska Farmer (sm)	65.0	64.3	49,169	48,620	40,272	37,522
New Mexico Farm & Ranch (mon)	24.0	18.1	18,144	13,650	18,032	13,552
Prairie Farmer: (sm)						
#Illinois Edition	77.9	72.8	56,699	52,974	48,610	44,374
#Indiana Edition	71.2	70.4	51,787	51,248	43,698	42,648
Average 2 Editions	74.5	71.6	54,243	52,111	46,154	43,511
Progressive Farmer: (mon)						
#Carolina-Va. Edition	47.1	55.9	32,050	38,008	29,360	35,419
#Ga.-Ala.-Fla. Edition	47.1	56.9	32,025	38,672	29,458	35,872
#Ky.-Tenn.-W. Va. Ed.	42.4	50.1	28,852	34,034	26,272	31,597
#Miss.-La.-Ark. Edition	40.1	48.1	27,264	32,720	24,811	30,220
#Texas Edition	41.3	47.0	28,057	31,963	25,254	28,968
Average 5 Editions	43.6	51.6	29,650	35,079	27,031	32,415
Southern Planter: (mon)						
#N. Car., S. Car., Ga. Edition	20.7	23.1	14,516	16,155	13,887	15,391
#Va., W. Va., Md., Del. Edition	25.2	23.7	17,659	16,562	17,030	15,798
Average 2 Editions	23.0	23.4	16,088	16,359	15,459	15,595
Successful Farming (mon)	40.1	56.4	18,028	25,385	17,078	24,621
Wallaces' Farmer (sm)	71.6	83.1	56,118	65,177	45,362	53,446
**Western Crops & Farm Management (mon)	25.6	22.6	11,008	9,703	11,008	9,703
Western Farm Life: (sm)						
#Regular Edition	23.2	26.3	18,189	20,658	9,434	9,465
#Eastern Edition	31.8	36.7	24,952	28,739	16,197	17,546
Average 2 Editions	27.5	31.5	21,571	24,699	12,816	13,506
Wisconsin Agriculturalist	53.0	51.8	41,449	40,609	40,806	38,756
Total Group	1,119.9	1,123.5	700,545	740,653	614,603	648,497

§Because January figures for some publications were unavailable os this issue went to press this group is broken into a January section and a December section for this month only. #Not included in totals. **Formerly known as Farm Management. †Changed from 760-line page to 768-line page January 1, 1961.

Farm Linage Trend

Figures in Thousands



Newspaper-Distributed Farm Sections

	in Pages		in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
Iowa Farm & Home Register (mon)	12.2	9.6	12,204	9,587	11,935	9,427
Texas Ranch & Farm (mon)	40.7	48.5	40,726	48,496	39,718	47,558
Total Group	52.9	58.1	52,930	58,083	51,653	56,985

§Farm Organizations & Education (January)

	in Pages		in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
Agricultural Leaders' Digest	8.2	8.9	3,541	3,858	3,541	3,858
Better Farming Methods: (mon)						
#Eastern Edition	11.1	10.9	4,756	4,669	4,756	4,240
#Central Edition	15.4	12.8	6,612	5,510	6,612	5,081
#Southern Edition	11.4	11.9	4,896	5,098	4,896	4,669
#Western Edition	10.1	10.9	4,327	4,669	4,327	4,240
Average 4 Editions	12.0	11.6	5,148	4,987	5,148	4,558
*Buckeye Farm News (mon)	16.5	11.0	7,433	4,987	——	——
Cooperative Digest (mon)	1.4	3.5	588	1,470	588	1,470
Michigan Farm News (mon)	1.7	2.5	3,946	5,713	3,626	5,217
Missouri Farmer (mon)	10.0	10.9	4,217	4,566	3,547	3,680
National 4-H News (mon)	8.3	13.3	3,506	5,577	3,506	5,577
Total Group	58.1	61.7	28,378	31,158	19,956	24,360

§Because January figures for some publications were unavailable as this issue went to press this group is broken into a January section and a December section for this month only. #Not included in totals. *Formerly called Ohio Farm Bureau News.

§Dairy & Livestock (January)

	in Pages		in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
American Livestock Journal: (mon)						
#National Edition	14.2	12.3	6,086	5,271	3,538	3,341
#Regional #1 Edition	14.2	——	6,086	——	3,538	——
Average 2 Editions	14.2	——	6,086	——	3,538	——
The Cattleman (mon)	98.1	105.8	41,209	44,436	13,510	14,826
Corn Belt Farm Dailies: (d)						
The Drovers Journal, Chicago	20.4	25.2	43,901	54,378	23,854	29,987
The Drovers Telegram, Kansas City	19.2	21.6	41,349	46,519	21,509	25,247
St. Louis Livestock Reporter	13.1	17.6	28,130	38,046	17,346	22,835
Stockman's Journal, Omaha	24.3	27.2	52,459	58,560	28,890	35,487
Florida Cattleman (mon)	69.1	94.5	29,028	39,723	12,513	13,653
Hoard's Dairyman (sm)	49.5	63.0	36,058	45,868	30,092	39,907
Livestock Breeder Journal (mon)	68.0	77.5	27,608	32,592	3,080	2,562
National Hog Farmer (mon)	16.9	20.1	17,153	20,401	16,230	19,540
National Live Stock Producer (mon)	12.6	17.3	9,216	12,637	8,686	12,209
Western Dairy Journal (mon)	36.7	34.7	15,759	14,868	9,431	7,081
Western Livestock Journal: (mon)						
Mts. & Plains Edition	119.0	126.8	51,038	54,408	11,222	12,898
Pacific Slope Edition	153.7	157.4	65,955	67,508	15,996	18,229
Total Group	714.8	788.7	464,949	529,944	215,897	254,461

§Because January figures for some publications were unavailable as this issue went to press this group is broken into a January section and a December section for this month only.

§Poultry (January)

	in Pages		in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
American Poultry Journal: (mon)						
#Egg Producer Eastern Edition	16.6	19.2	7,133	8,257	3,002	4,704
#Egg Producer Midwest Edition	15.5	21.8	6,653	9,377	3,332	5,503
#Egg Producer Southern Edition	17.9	22.9	7,701	9,842	3,198	5,559
#Egg Producer Pacific Edition	14.9	21.8	6,395	9,367	2,946	5,217
#Broiler Producer Ed.	8.8	7.5	3,772	3,213	3,765	3,112
#Turkey Producer Ed.	10.2	9.8	4,380	4,200	4,093	2,851
Average 6 Editions	14.0	17.2	6,006	7,376	3,389	4,491
Broiler Business (mon)	25.8	21.7	11,065	9,301	7,559	6,358
Broiler Industry (mon)	33.0	28.7	14,864	12,900	10,214	9,000
Everybodys Poultry Magazine (mon)	18.9	33.9	8,124	14,540	2,714	9,061
Georgia Poultry Times (w)	28.4	37.0	30,338	39,494	27,084	34,104
Poultry Tribune: (mon)						
#Eastern Edition	34.9	41.4	14,979	17,760	8,296	9,867
#Midwest Edition	35.3	40.3	15,155	17,289	8,015	8,971
#Southeast Edition	38.7	46.9	16,611	20,104	9,060	10,948
#Southwest Edition	33.4	39.3	14,329	16,871	7,603	8,757
#Pacific Edition	39.3	42.6	16,851	18,295	8,421	9,572
Average 5 Editions	36.3	42.1	15,585	18,064	8,279	9,623
Turkey World: (mon)						
#Central Edition	67.4	71.2	28,926	30,542	13,001	17,259
#Eastern Edition	64.0	69.8	27,472	29,961	12,976	16,906
#Western Edition	64.0	68.7	27,435	29,471	13,046	16,191
Average 3 Editions	65.1	69.9	27,944	29,991	13,308	16,785
Total Group	221.5	250.5	113,926	131,666	72,547	89,422

§Because January figures for some publications were unavailable as this issue went to press this group is broken into a January section and a December section for this month only. #Not included in totals.

Fruit & Vegetable (January)

	in Pages		in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
American Fruit Grower (mon)	26.4	33.5	11,387	14,483	10,814	14,011
American Vegetable Grower (mon)	25.8	27.5	11,120	11,881	10,783	11,575
California Citrograph (mon)	17.4	20.3	11,662	13,608	11,326	13,300
Florida Grower & Rancher (mon)	26.2	31.1	17,828	21,131	15,833	19,855
Western Fruit Grower (mon)	26.2	26.2	11,004	11,004	11,004	11,004
Total Group	122.0	138.6	63,001	72,107	59,760	69,745

Advertising playback 30% men & 34% women!

And before the people interviewed were shown 15 the advertisement—which was a four page, four-color gatefold, run by the California Redwood Association!

The readership check, made when this issue was only 2½ weeks old (by National Field Service, a division of Alfred Politz Research, Inc.), reported: seen by 69% of the men and 80% of the women interviewed; 6% of the men and 3% of the women had visited, or intended to visit, a dealer; *and 20% of the women had discussed the advertisement with friends and neighbors!*

Where did the ad run? In Successful Farming.

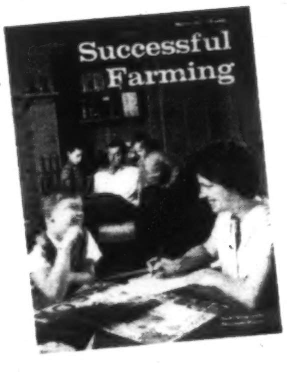
SF is a medium that moves people. It is read, studied, kept, consulted, believed, followed—with respect and confidence that get advertising a better reception and response, make more sales.

This magazine's influence was earned by fifty-nine years of unique service to the country's best farm families. It is the work manual, professional journal, graduate course, of the intelligent and ambitious business man farmer. It is the valued aid of his wife, whose homemaking routines and problems are far different from the urban woman's.

Successful Farming reports the rapid and revolutionary progress of farming—helps increase yields and profits, saves work, improves the investment of its farmer reader, helps him plan and meet changing conditions. It means money in the bank, a better home and life.

And it offers one of today's best class markets—farmers with an income about 70% above the national average.

Any SF office can tell you more.



Successful Farming . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

Now Is Time for All Good Agency Men to Send in Agency Billings Questionnaires

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1960 billings information for ADVERTISING AGE's 17th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 600 agencies, including all agencies billing $5,000,000 or more in 1959.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

Admen Receive Copies of 'Truth in Advertising' Code

The Minneapolis Advertising Club, Minneapolis, has sent copies of its "Truth in Advertising" code (AA, Sept. 26, 1960) to 2,000 ad-club members and other key business executives. Ray Foley, of Pidgeon Savage Lewis Inc., chairman of the ethics committee, reports that several hundred reply cards which members were asked to sign as an indication of their endorsement of the code have already been returned to him as a result of the mailing.

Household Research to Loudon

Household Research Corp., Auburndale, Mass., has appointed Henry A. Loudon Advertising, Boston, to handle its advertising. Bennett & Northrop, Boston, is the former agency of record.

'Reporter' Boosts Base, Rates

The Reporter, effective with its July 6, 1961, issue, will increase its average annual guaranteed circulation from 135,000 to 150,000, and will boost its b&w page rate from $1,000 to $1,150.

THE WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Noreen Offers Supermarket Dealers 49% Profit Deal

Noreen division of Lehn & Fink Products Corp., New York, is offering supermarket dealers a 49% profit deal on its hair color rinse, with introduction of the product in supermarkets. Thorough testing in West Coast markets has been reported highly successful. A strong advertising program to the trade will back the new deal offer and consumer advertising will be increased to include a broad new tv campaign.

Remsen Names Herrick

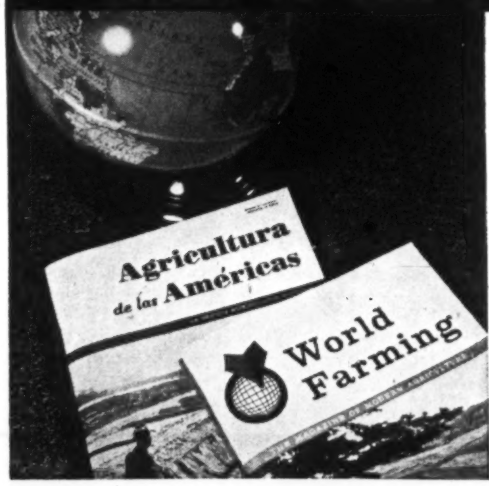
Burke C. Herrick, formerly vp and account executive of J. Walter Thompson Co., New York, has joined Remsen Advertising, New Haven, as president. He succeeds William E. Mortison Jr., who moves up to chairman of the board. At the same time Morgan W. Gibney has been named exec vp. Remsen formerly was known as Remsen Advertising Agency.

Kurfees Paint to Jack M. Doyle

Kurfees Paint Co., Louisville, has named Jack M. Doyle Advertising Agency, Louisville, to handle its advertising and promotion. A campaign to be concentrated in a 14-state area will present Kurfees as a manufacturer of a full line of quality paints. *The Saturday Evening Post*, other consumer media, trade publications and direct mail will be used.

Inaugurated!
A new frontier for advertisers in Kansas.
See page 57.

WANT TO SELL FARMERS OVERSEAS?



Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | WORLD FARMING
1014 WYANDOTTE ST., KANSAS CITY 5, MO.

THE DAILY NEWSPAPERS OF AMERICA SALUTE THE RETAILERS OF AMERICA

Thompson Lipscomb

SALUTE—*Alfred C. Thompson, president of the National Retail Merchants Assn., beams as he accepts a plaque honoring the NRMA from Charles T. Lipscomb, president of the Bureau of Advertising, ANPA. The award, presented in behalf of the daily newspaper industry, marked the retail group's 50th anniversary.*

Dick Tracy May Be Hot Cop, but He Slips as Enforcer of FTC's Rule on Testimonials

WASHINGTON, Jan. 24—Dick Tracy should have known better when he advised the mother of super-strong "Baby Beard" to let her son endorse a cereal he doesn't eat, as the source of his phenomenal strength. What a slip for a lawman!

The Federal Trade Commission this week was enmeshed in the problems of checking up on real-life advertisers, and thus was pretty much unaware of the latest Dick Tracy episode. But if comics strips were on the FTC's regular beat, the adman who thought up the stunt would be wide open for a cease and desist order.

Dan Murphy, assistant director of litigation in charge of anti-deceptive practices, told ADVERTISING AGE that if there's any implication—in the text or photograph of the putative ads in the strip—that little Baby Beard got his strength from eating the cereal when he really didn't—then FTC would take "a dim view" of the ad campaign. (If there were one.)

■ For instance, he pointed to a trade practice rule for the musical instrument field, where there was evidently a flareup of the "testimonial" problem, to demonstrate how the law is applied to musicians. It's held as an unfair trade practice to represent that musicians "use, design or endorse" a particular instrument when such is not the fact.

Only last week Earl Kintner chairman of FTC, reiterated the commission's stand on the issue. In a speech before the Eastern Industrial Advertisers, Philadelphia, Chairman Kintner said:

"Where a legitimate endorsement is granted, a record should be made in case the matter is later called into question, and all claims of endorsement should be carefully limited to actual fact."

■ Meanwhile, here's how Dick Tracy got involved in the advertising business: Things were looking bad for little Baby Beard's mother, Fresh. Tormented by her social-climbing mother, who couldn't bear the disgrace of having a bearded baby for a grandson, she forced Fresh to abandon the child.

Several episodes later, Fresh had pushed her mother off an apartment building roof, been cleared by a grand jury, and had been re-united—penniless—with her baby.

While Fresh was getting rid of her mother, little Baby Beard had been ripping apart his toys and pulling out the beard of his uncle, B. O. Plenty. When an enterprising ad agency guy got wind of Baby Beard's fantastic strength, he offered Fresh a bundle of cash to let her son endorse Corny wheat flakes, a breakfast cereal. When Fresh turned to Tracy for advice, Tracy gave his approval to the scheme, even though Baby Beard could hardly qualify as a cereal user, since he's still on formula.

■ Fresh agrees to the ad endorsement and the agency sends in photographers to start filming commercials. In the latest episode, following the first day of filming of the commercials, a person or persons unknown slips a cigaret lighter into Little Boy Beard's crib when no one is looking and the baby singes off his beard while playing with the lighter, thereby laying the groundwork for further thickening of the Pablum—oops! plot. #

Swissedent Names Mayer

Swissedent International, Los Angeles, has appointed Paul M. Mayer director of marketing. Prior to joining Swissedent Mr. Mayer was vp and general sales manager of Pepsi-Cola bottling companies in Chicago and Washington; exec vp of Kirsch No-Cal Beverages Co., and investment counselor for Ferris & Co.

Don't Advertise Service Your Planes Can't Provide: CAB

WASHINGTON, Jan. 25—United States Overseas Airlines has been ordered by the Civil Aeronautics Board to stop advertising pressurized DC-6 service when in an "extremely large percentage" of cases the service is via a non-pressurized DC-4.

CAB adopted the initial decision of Hearing Examiner Curtis C. Henderson. Mr. Henderson had rejected the airline's contention that substitute equipment was used because of mechanical failures and operating difficulties. He also turned down USOA's plea that as a rule, airlines advertise their best equipment as an invitation "to come in and talk."

■ Mr. Henderson said the ads, which appeared only in the Official Airlines Guide during the second half of 1959, were deceptive because USOA substituted DC-4 service in place of DC-6 flights approximately 27% of the time.

"It is manifest," the hearing examiner stated, "that when a certain type of service is advertised and held out to the public and later an inferior and less desirable service is substituted, without a refund to the passenger, the advertisement is misleading.

"The courts have held that where the advertising itself is misleading it is not absolutely necessary to show that members of the public have actually been deceived by such advertising," he added. #

ABC Names Six VPs

American Broadcasting Co., New York, has named six vps. Among those moving up are Bert Briller, director of sales development, who was put in charge of tv network sales development, and Robert L. Coe, director of station relations with the network since January, 1960. Vp stripes also went to three general managers of ABC-owned stations: Ben Hoberman, KABC, and Elton Rule, KABC-TV, Hollywood, and David M. Sacks, KGO-TV, San Francisco. The other new vp is Michael P. Boland, assistant treasurer of the network.

Olsher/Eifer Opens

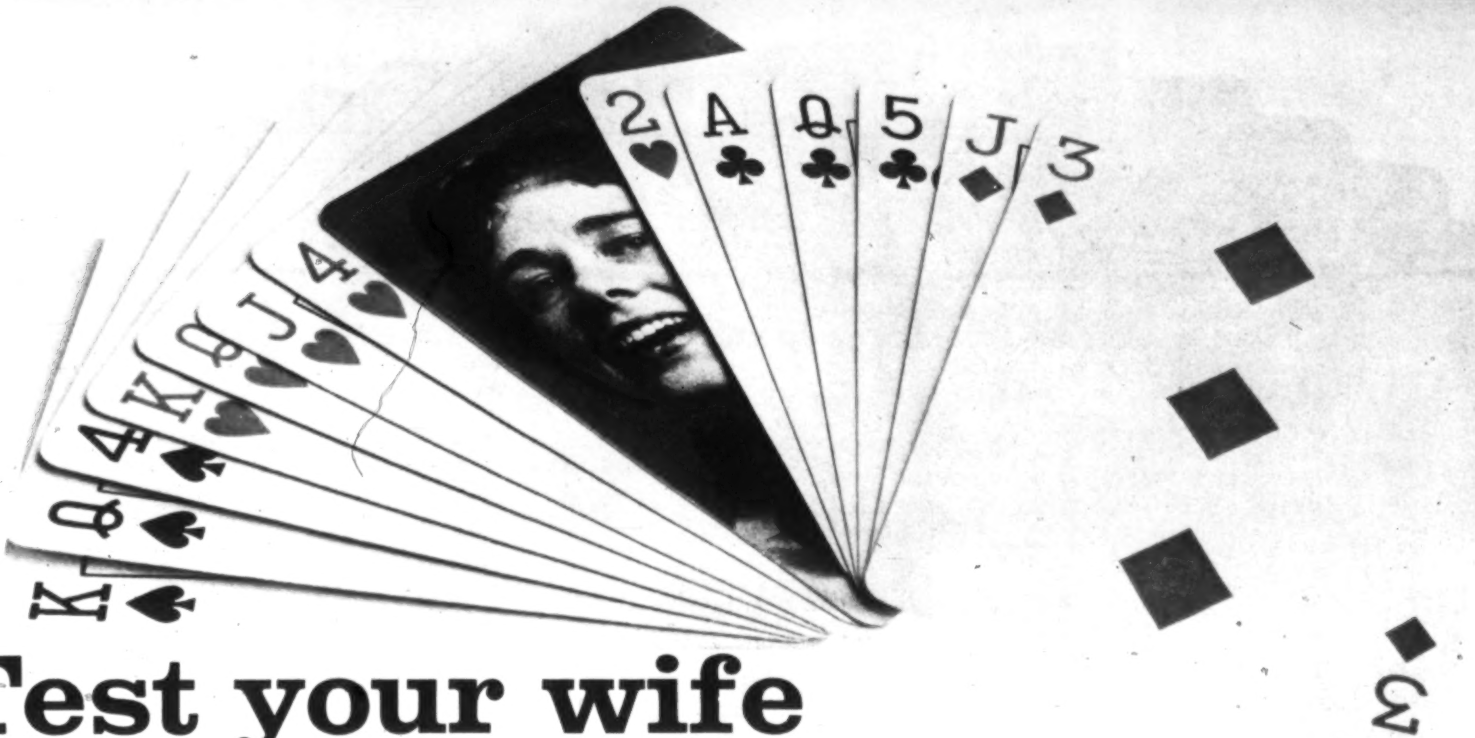
Bert Eifer and Rubin Olsher have opened Olsher/Eifer, with offices at 6912 Hollywood Blvd., Hollywood. The new company, devoted to merchandising, marketing and sales promotion, will service both agencies and manufacturing clients. Mr. Eifer formerly was sales promotion manager of Max Factor & Co. Mr. Olsher resigned as advertising and sales promotion manager of the Hollywood Vassarette division of Munsingwear last July to become active in an independent motion picture production.

O'Ryan Names Schwartz

O'Ryan & Batchelder, Milwaukee, transit advertising company, has appointed Marvin Schwartz assistant to the president. Mr. Schwartz will direct local sales, merchandising and promotion of all O&B operations, covering 73 cities, and will coordinate national sales in the New York and Chicago offices of Mutual Transportation Advertising. Mr. Schwartz formerly directed the operation of Transport-Ads of Milwaukee Inc., an O&B operation.

Bradley to Burlingame

Bradley Industries, Chicago, manufacturer of rigid plastic boxes and showcase packaging, has appointed Burlingame-Grossman, Chicago, to handle its advertising. The account was formerly handled by Sander Rodkin Advertising.



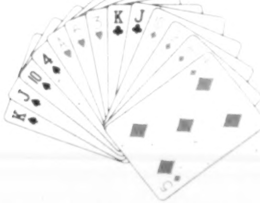
Test your wife

If your wife knows what to do with a hand like this, treat her right. According to Charles Goren, in his weekly bridge article in SPORTS ILLUSTRATED, she's an exceptional bridge partner. (And exceptional bridge partners are hard to find these days.)

On the other hand, if you have a feeling that your wife might panic over a hand like this, have her take the Goren Quiz below. How she reacts to these eight slam situations will give you an accurate—and completely impartial—reading.

You may even want to take a crack at the Quiz yourself (just to brush up, of course).

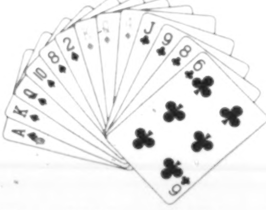
1 As South you hold:



NORTH	EAST	SOUTH	WEST
1 ♦	PASS	1 ♠	PASS
3 ♦	PASS	?	

What do you bid now?

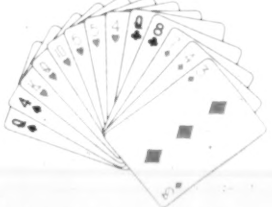
2 As South you hold:



NORTH	EAST	SOUTH	WEST
1 ♣	1 ♥	?	

What do you bid now?

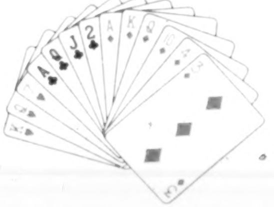
3 As South you hold:



NORTH	EAST	SOUTH	WEST
1 ♣	PASS	1 ♥	PASS
2 ♠	PASS	3 ♥	PASS
5 ♥	PASS	?	

What do you bid now?

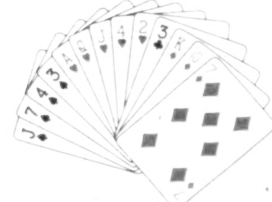
4 As South you hold:



SOUTH	WEST	NORTH	EAST
2 ♦	PASS	3 ♣	PASS
?			

What do you bid now?

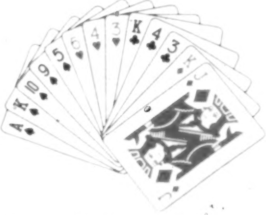
5 As South you hold:



NORTH	EAST	SOUTH	WEST
1 ♦	PASS	1 ♥	PASS
3 ♥	PASS	?	

What do you bid now?

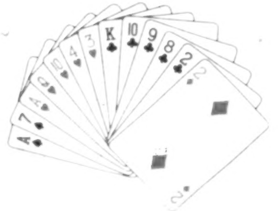
6 As South you hold:



SOUTH	WEST	NORTH	EAST
1 ♠	PASS	2 ♦	PASS
2 ♠	PASS	3 ♥	PASS
?			

What do you bid now?

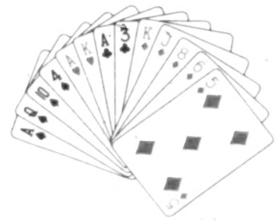
7 As South you hold:



NORTH	EAST	SOUTH	WEST
1 ♦	PASS	1 ♥	PASS
2 N.T.	PASS	3 ♣	PASS
3 N.T.	PASS	?	

What do you bid now?

8 As South you hold:



SOUTH	WEST	NORTH	EAST
1 ♦	PASS	1 ♠	PASS
?			

What do you bid now?

How to rate your wife

8 correct:	Either your wife has taken the quiz before in SPORTS ILLUSTRATED or she is an expert slam-bidder. Suggest that you send for Goren Bidding Wheel, anyway. (See below) You may need it to keep up with her.
5-7 correct:	Your wife is an excellent bridge player. Suggest however, that you compliment her with a gift of the Bidding Wheel.
2-4 correct:	You should be sharing your copy of SPORTS ILLUSTRATED with her more often. Your wife shows potential, but needs coaching. Goren articles in SPORTS ILLUSTRATED recommended reading.
less than 2:	Under no circumstances should you challenge another couple to a friendly game of cards. Your wife obviously prefers SPORTS ILLUSTRATED's food, fashion and football reports to Mr. Goren's column.

Sports Illustrated

For a complete explanation of these bids, a Goren Bidding Wheel for your wife, and a word or two, perhaps, on why SPORTS ILLUSTRATED now ranks 5th among all magazines in total pages of consumer advertising, write or call L. L. Callaway, Advertising Director,

Sports
Time & **Illustrated**
Life Building, Rockefeller Center,
New York 20, N.Y.—JUdson 6-1212.

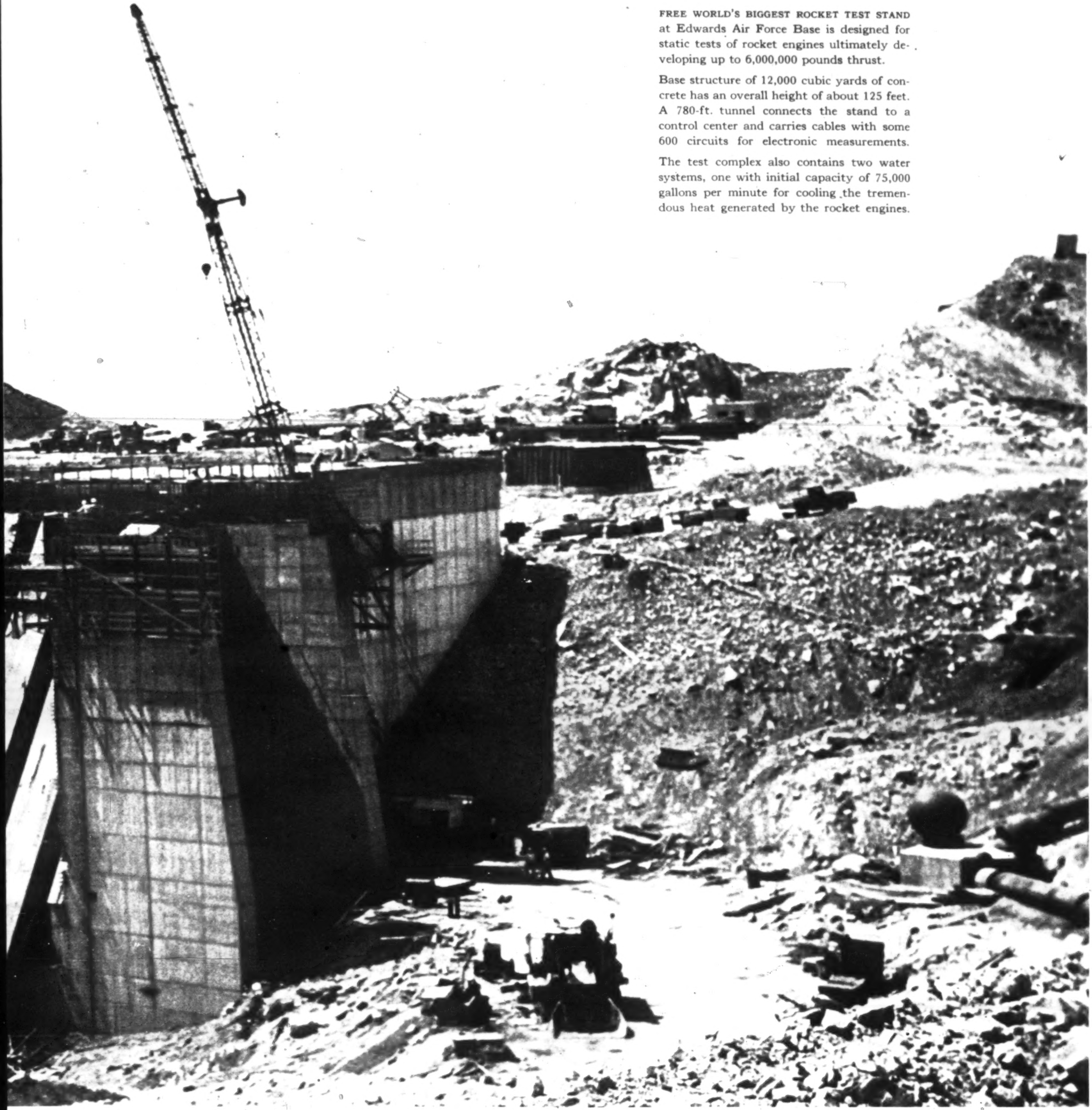
ANSWERS: 1—Three hearts; 2—Two spades; 3—Six hearts; 4—Four clubs; 5—Four diamonds; 6—Four diamonds; 7—Five no trump; 8—Three clubs.

DYNAMIC, INSPIRATIONAL, INFORMED, SUCCESSFUL...

That's Brig. Gen. Robert G. MacDonnell, *Division Engineer, U. S. Army Engineer-Division, South Pacific, in charge of design and construction of missile-test installation at Edwards Air Force Base, California.*

The strange new shape blossoming in the desert behind him will soon be a landmark in the race for space. It's the U. S.'s biggest rocket-test stand, capable of withstanding the 3,000,000-lb. thrust of two huge Saturn rocket engines —part of the cluster of eight designed to land men on the moon. It's a project that calls for bold new design and construction ideas—and men able to turn them into reality.

Gen. MacDonnell, West Point '34, and holder of a Master of Science degree from the University of California, is an old hand at bringing new ideas to life—and in imparting them to others. Today he heads a construction agency of 18 officers and more than 3,000 civilian employees responsible for 54 Army and Air Force installations and 39 civil works projects in a program running to more than $150,000,000 a year. As Division Engineer, he directs programming, budgeting, financial and general management of all phases of these gigantic activities. He wears the



FREE WORLD'S BIGGEST ROCKET TEST STAND at Edwards Air Force Base is designed for static tests of rocket engines ultimately developing up to 6,000,000 pounds thrust.

Base structure of 12,000 cubic yards of concrete has an overall height of about 125 feet. A 780-ft. tunnel connects the stand to a control center and carries cables with some 600 circuits for electronic measurements.

The test complex also contains two water systems, one with initial capacity of 75,000 gallons per minute for cooling the tremendous heat generated by the rocket engines.

Legion of Merit, the Bronze Star Medal as well as the Army Commendation Ribbon.

Men like Gen. MacDonnell—the men under the hard hats who are everywhere building the future America—have to keep abreast of new developments in all phases of construction. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news on the equipment, materials, machinery, money and manpower they need in their work. These are the men you reach when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers · Architects
Contractors · Owners

ENGINEERING NEWS-RECORD

A McGRAW-HILL PUBLICATION
330 WEST 42ND STREET,
N.Y. 36, N.Y.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

He Teaches Ad Course with Aim of Giving Future Business Men Better Understanding of Advertising

To the Editor: Well-written . . . an excellent viewpoint . . . to suggest a rudimentary course in advertising, designed to acquaint business students with advertising (Editorial, "The Teaching of Advertising, AA, Jan. 16).

Of course, my agreement with you only tips my hand; this has long been my opinion.

About six or seven years ago I was asked to teach an advertising class at Moline Community College. Accepting the challenge, I dashed madly into each session, expecting to make top-class copy writers and artists in one semester. I soon discovered how "green" I was; students were all kinds; only two of 26 were interested in a career in advertising.

The course was changed the next session. This year I have 36 boys in the class . . . at least half or more are accountants or engineers. The rest are future business men; perhaps two or three will end up in advertising. The course—strictly a glimpse at what advertising is . . . what it can accomplish when used effectively. Sure, they have assignments to make up ads, but those results will never win prizes.

The accomplishment? Last night was our last class before the semester final. One student, an engineer, stopped on his way out and said, "I'll probably never have any influence on my company advertising, but I sure have a better understanding of what they're trying to accomplish. 18 weeks ago I thought advertising was a lot of baloney."

Take it from there, Mr. Editor. A better understanding of advertising by "outsiders" will help erase the skepticism of many fellow Americans.

G. W. Charlesworth,
Advertising Department, Deere & Co., Moline.

• • •

America's Industrial Might Is Its Agricultural Efficiency

To the Editor: Hats off to U.S. Steel for featuring the importance of agricultural efficiency in relation to our country's over-all growth in the latest ad in its "Watching America Grow" campaign.

However, when Lowell Thomas says that now it takes one person out of ten to grow enough food for the entire country, he's missing it by quite a bit.

Recent figures from the U.S. Department of Agriculture show that now 24 or 25 Americans have their food and fiber produced for them by only one farmer.

Their point, however, should not be missed. And that is this: U.S. agriculture is so efficient, so far ahead of Russia and other countries, that farm workers have been made available by the millions to turn their efforts toward producing the wealth of consumer goods that we take for granted.

The main reason for the concern of Iron Curtain leaders about agriculture is they want to achieve somewhere near our agricultural efficiency, so that they too can release farm workers for the production of cars, appliances, housing, and what have you.

The key to America's industrial might is its agricultural efficiency!

John Turrel,
John Turrel Agency, Butler, Pa.

• • •

Free-Lance Articles Mask Public Relations Tie-In

To the Editor: There is another crop of chiselers, besides the one you mentioned in your Jan. 9 editorial.

At least one very large public relations department, of a major firm listed on the New York Stock Exchange, has free-lance writers do stories on the use of its products, at the writers' risks, and when and if these stories are published, the firm pays the writer a bonus.

Many unsuspecting editors are often buying free-lance material that is also publicity. The publicity department has actively promoted this program, which seems to me to be a little lacking in ethics. If a company really wants to place publicity, it should do it forthrightly.

Jerry Steinman,
Managing Director, Nationwide Trade News Service Corp., New York.

• • •

Donates 'Little Extra' to Drive in Recognition of Cone's Efforts

To the Editor: It is indeed unfortunate that such a worthy cause as the Chicago Crusade of Mercy has fallen short of its goal . . . and with Fairfax Cone as general chairman.

Mr. Cone has given much dignity and credibility to the advertising profession, and he has still found time to aid many civic and humanitarian causes.

To aid the needy . . . and in recognition of Mr. Cone's service to business and charity, how about ADVERTISING AGE subscribers in the Chicago area giving "a little extra" even though they have already contributed to the Crusade of Mercy? Enclosed is my check for "a little extra." Of course, subscribers outside the Chicago area could contribute out of respect to Mr. Cone.

Would it be possible for ADVERTISING AGE to make this appeal to its subscribers and have the contributions sent to your office so that the donations could be made to the Crusade of Mercy at one time in the name of Fairfax Cone?

Robert D. Alexander,
Chicago.

While still not officially over the top, the 1960 Chicago Community Fund drive has been one of the most successful of recent years. Mr. Alexander's check has been forwarded; AA will be glad to forward any other contributions readers care to send in.

• • •

Auto Makers Fill Valuable Ad Space with 'Junk,' He Says

To the Editor: I think it is high time someone took to task the motor car manufacturers for filling valuable white space with insipid junk going under the false pretense of advertising.

Take the Buick ad, as a horrible example.

The opening statement says . . . "It's 100% Buick." I take this to mean that some of the other Buicks haven't been 100% Buick. Maybe 75% Buick and 25% Chevrolet? Or 60% Buick and 40% Studebaker?

Then it says, "sizzling new 155 h.p. aluminum V-8 and aluminum transmission." I thought only a steak sizzled. Does this one go around like a steak cooking on a hot stove?

The reference to "low-price" field is a joke. What low-price field? Could it be the tired old cars in Joe's used car lot?

Then in the last paragraph, that "savingful aluminum" reference is a dilly. What in the world is "savingful aluminum"? Then I am invited to "guest-test" the car. Really, now, how silly can one get. When I walk into a dealer's showroom, am I looked upon as a guest? I was always under the impression I would be considered a potential customer.

Oh, well, why should I bother myself about it. But, sometimes you just can't help almost screaming at the stupidity of the auto company attempts to sell their wares.

Walter K. Cre[illegible],
La Grange Park, Ill.

• • •

'Seventeen' Inadvertently Left Out of Media Listing

To the Editor: Through some inadvertence your story of Jan. 9 regarding Kimberly-Clark's third annual sweepstakes promotion did not include *Seventeen* on the list of media to be used.

Seventeen is proud of the fact Kimberly-Clark has been consistently advertising Kotex through the pages of *Seventeen* for some time and an advertisement on this particular promotion appears in our February issue.

The nature of the product and the promotion make *Seventeen* a most natural market place.

George E. Johnston,
Promotion Director, *Seventeen*, New York.

Through an error in transcription, Kimberly-Clark omitted Seventeen from the media list which it supplied to AA.

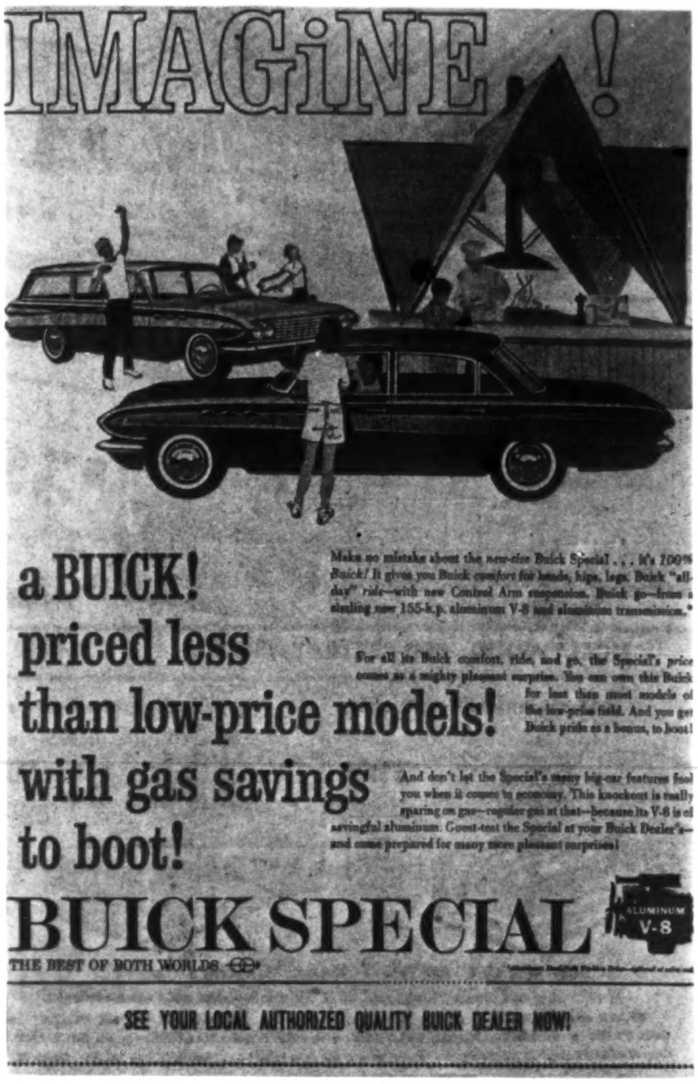
• • •

Pharmacist Is Entitled to Professional Fee, He Says

To the Editor: E. B. Weiss' discussion of "low-margin retailing" (AA, Dec. 19, '60) is correct so far as merchandising principles are concerned.

However, his discussion regarding professional fees (or "service charge" to you) is not sound. We simply cannot compare the professional pharmacist with a hardware merchant, a bottle liquor retailer, or a furniture salesman. There is no rational comparison in these instances.

Each time a pharmacist dispenses a prescription, his license to practice is at stake. It has taken him five to six years, plus a year of


IMAGiNE!
a BUICK!
priced less
than low-price models!
with gas savings
to boot!
BUICK SPECIAL
THE BEST OF BOTH WORLDS
ALUMINUM V-8
SEE YOUR LOCAL AUTHORIZED QUALITY BUICK DEALER NOW!

Make no mistake about the *new-size* Buick Special . . . it's *100% Buick!* It gives you Buick *comfort* for heads, hips, legs. Buick "all-day" *ride*—with new Control Arm suspension. Buick go—from a sizzling new 155-h.p. aluminum V-8 and aluminum transmission.*

For all its Buick comfort, ride, and go, the Special's *price* comes as a mighty pleasant surprise. You can own this Buick for less than most models of the low-price field. And you get Buick pride as a bonus, to boot!

And don't let the Special's many big-car features fool you when it comes to economy. This knockout is really sparing on gas—regular gas at that—because its V-8 is of savingful aluminum. Guest-test the Special at your Buick Dealer's—and come prepared for many more pleasant surprises!

PHOTOGRAPHIC POST CARDS

Any Quantity!

Quick Deliveries

Why lose sales when in less than a week's time, you can scoop the market by mail with new models. No special art work needed. Send us your photograph or negative & we'll prepare samples without cost or obligation.

The GROGAN PHOTO CO.
Dept. AA Danville, Illinois

ON THE GREAT SOUTH PLAINS OF TEXAS

the AVALANCHE-JOURNAL
IS THE ONE MEDIUM FOR COMPLETE COVERAGE
in a vast isolated market of 415,900

LUBBOCK AVALANCHE JOURNAL
LUBBOCK, TEXAS *Morning — Evening — Sunday*
ROP COLOR AVAILABLE EVERY ISSUE

IT WILL PAY YOU WELL TO INVESTIGATE THIS!!

A TIE-UP WITH TREMENDOUS BASEBALL ENTHUSIASM THAT SWEEPS THE NATION FROM COAST-TO-COAST LIKE A HUGE TIDAL WAVE EACH YEAR . . . AND BIGGER THAN EVER FOR 1961 WITH 2 NEW MAJOR LEAGUE CLUBS!

NO OTHER PROMOTION CAN DO SO MANY THINGS FOR YOU . . . SO WELL . . . FOR SO LITTLE!

as our
SILVER ANNIVERSARY EDITION
of the famous original

BASEBALL FACTS BOOKLET

NOT JUST A SCHEDULE BOOK BUT A COMPLETE POCKET ENCYCLOPEDIA OF THE GAME!

with your ads spotlighted on the covers—where they will be read and re-read from the opening game in April to the last game in October

48 fact filled pages plus covers 4 x 7½"

beautifully done in two colors throughout

1961 Major & Minor League Playing Schedules, Major League Team Appraisals, Rosters of Players, Key Players to watch in 1961—Ball Park Diagrams with seating arrangements—Baseball's Exclusive Circles, Loads of records and data and 1001 facts every fan wants to know

- Delivers your message to hard-to-reach people your best salesman can't get in to see.
- Use it as a direct-by-mail piece to put your message through without waste.
- Build traffic at the point of sale for more sales.

Get our brochure THESE LITTLE SALESMEN—explains how advertisers cash in

We can deliver three ways to suit you:
1) a complete book with your ads set up on the covers.
2) folded signatures of the text at a big economy. You print your own covers locally any way you wish.
3) or . . . reproduction proofs of the text at a very reasonable cost and you print in any size, shape and color you wish.

For samples and low prices, write, phone or wire:
C. H. PEARSON, Publisher
Originator of Advertising Sports Booklets.
250 Park Avenue, New York 17, N. Y.
YUkon 6-7795

intern training, to be eligible to take the examination for a license to practice pharmacy. He cannot take a chance on dispensing medication in which he does not have complete confidence. A safe medication for Mr. Weiss could be deadly in my instance. A remedy for an ulcer condition might be dangerous for an ulcer patient who has a heart condition. These facts are known to the pharmacist; and the physicians can give a great deal of testimony to this particular professional pharmacy service.

For the invaluable professional service provided by the pharmacist, he is entitled to charge a professional fee; which is in most instances from $1.50 to $1.75.

Your new type outlets will charge a professional fee as well . . . simply because economics compel such fees. There is no difference in this type of professional fee than the fee charged by a physician, attorney, an accountant, or an editorial consultant.

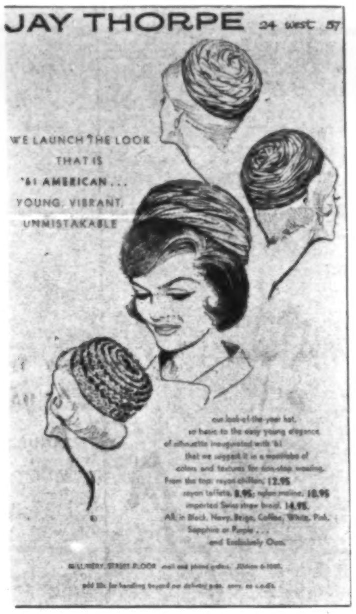
James W. Gentry,
Editor & Publisher, *California Pharmacy*, Los Angeles.

Mr. Weiss replies: "But the physician, attorney and the accountant don't start off with a 30% to 40% markup; that markup was intended to cover all of the pharmacist's services, including backing up doctors who apparently know no more about drugs than does the public."

• • •

Commercial Reign of Kennedys Began Before Inauguration Day

To the Editor: This Jay Thorpe ad appeared in the *New York Times* of Jan. 8. The main illustration depicting "the look that is '61 American" is unmistakably Mrs. John F. Kennedy. I imagine this begins an era of Kennedy-inspired hair styles, clothing, sports apparel, sports gear and anything else that manufacturers can possibly tie-in with the Kennedy clan. I look for all male models to adapt the boyish haircut of Mr. Kennedy and agencies to use more bareheaded men in their ads. The unrequested commercial reign of the Kennedys has begun.


JAY THORPE 24 west 57
WE LAUNCH THE LOOK THAT IS '61 AMERICAN . . . YOUNG, VIBRANT, UNMISTAKABLE

Joel B. Stein,
Vice-President, Advertising Associates, New York.

• • •

He Objects to Spots Injected Into Show for Other Advertisers

To the Editor: Is it ethical?

When an advertiser agrees to sponsor a tv network program he pays for a specific time period . . . commonly referred to as "a half-hour program" or "an hour program."

A sponsor of a program is invariably sold on the idea of a "vehicle" that will attract a large viewing audience to help make his commercial pitch as practical and economical as possible. In other words, the advertiser who sponsors a program is in reality *buying an audience*.

Is it ethical then, for the network and local stations to insert spot announcements of *other advertisers* literally right in the *middle* of this advertiser's program?

Is it ethical, then, for the network to plug other programs they are trying to sell or increase public acceptance right in the middle of this advertiser's program?—at the program sponsor's expense?

It is not uncommon to have from two to five commercials and program plugs at the hour, again at the quarter-hour and yet again at the half-hour. Who gains by this practice? Surely it must be apparent to responsible people in tv that this very practice actually drives a big segment of the audience away. While some commercials are really more interesting than a number of the stereotype programs (because tv program producers have only limited abilities) most tv commercials are so terrible only small children and morons could find them believable or worth watching.

If tv networks, local stations and advertising agencies continue to condone this practice of promiscuous spots and program plugs they are inviting some of the very controls we in advertising never want to see.

When an advertiser buys a page in one of our leading magazines the magazine doesn't insert plugs for other advertisers' pages. Nor do the magazines plug coming issues in an advertiser's page. Why then should networks and local stations chisel in on an advertiser's time period?

Tv loses its tremendous potential when its audience is driven away by a bombardment of commercials and plugs. The extra revenue today could mean a complete loss tomorrow.

E. W. Kosfeld,
St. Louis.

• • •

He Doubts Semi-Clad Models Improve Industrial Promotions

To the Editor: Your Jan. 16 issue carried an article advocating the increased use of semi-clad models for live commercial presentations as well as print in the industrial advertising field. The article went on to state, "It can also be used in industrial advertising in almost limitless ways, all in good taste and with good effect . . . if it is done properly."

The obvious questions came to mind after reading this article. How does one do this type of thing properly? How is it done in good taste? It would seem, at least to me, that we have enough of this type of thing as it is. Further, that something is lacking in the product when this device is resorted to.

Robert T. Rolfs,
Vice-President, Amity Leather Products Co., West Bend, Wis.

• • •

Finds 'You' Attitude Lacking in AA's Classified Job Ads

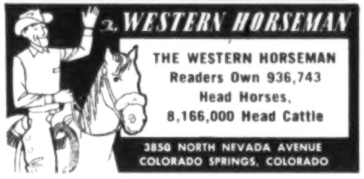
To the Editor: Anyone in the advertising business should realize that effective copy is written from the consumer's point of view—the accepted "you" attitude.

However, one quick glance at your "Advertising Market Place" pages certainly refutes this assumption. For example:

"The man *we* want . . ."
"The man *we* employ . . ."
"*He* must be . . ."
"The man *we* seek . . ."

Why not substitute the word "you" for these overworked phrases? Can you educate the users of your "Market Place" pages on writing better classified ads?

Dan A. Boone,
Boone, Shepard & Sutton, Lansing, Mich.


The WESTERN HORSEMAN
THE WESTERN HORSEMAN
Readers Own 936,743
Head Horses,
8,166,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

it's the
market delivered
that counts!

Never mind the size of the city or the state—the area of land involved, or even the number of people who live there. *It's the market delivered by a medium that counts!* Your penetration of a market, *your sales effectiveness*, depends on how much of the market you reach.

That's why the OKLAHOMAN AND TIMES MARKET DELIVERED is the biggest in the Southwest! A single ad in the Oklahoman and Times reaches more families in the great Southwest than any other single medium . . . by actual circulation count!

Compare this total circulation and you'll agree. Where else in the Southwest but the Oklahoman and Times can you reach this many families with one ad in one medium:

Daily Combined Circulation 274,924*
Sunday Circulation 246,412*
ABC Publishers Statement Sept. 30, 1960

And see how the Oklahoman and Times penetrates a market! In a 58-county area of Oklahoma where 67% of the state's retail sales are made, daily combined circulation reaches 56% of the families, Sunday circulation reaches 48%.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
The newspapers that belong on every national advertising schedule!
Published by The Oklahoma Publishing Company
Represented by The Katz Agency
grow with OKLAHOMA

*November, 1960, average Daily 292,683 Sunday 261,933

in Boston it's the
and in the Globe it's
SEASON TO TASTE
Sunday Globe
Telephone AV 8-8000
TWENTY-FIVE CENTS
U.S. Chill Greets K's New Pitch For UN Summit
Another 'Circus' Tirade Feared
Gomulka Says Red Leaders Back Softer Line
MEANWHILE, BACK AT A TEXAS RANCH, near San Antonio, Vice President-elect Lyndon Johnson is decked out in familiar cowboy hat as he sits on top bleacher row with a friend for big Angus cattle sale.
Wyzanski Victimized In Auto Plate Hoax
Returns 'U.S. Court' Auto Insignia
START Y
Boston Sunday Globe
PARADE
DECEMBER 4, 1960
THE KINGST

In the highly competitive Boston newspaper field, one name stands out. The Sunday Globe is first in total advertising lineage, first in circulation in the Boston Trading Area, first in editorial excellence as measured by awards and citations this year. In the judgment of advertisers, readers and critics alike, The Sunday Globe is Boston's first newspaper. Each of the three Boston newspapers distributes a syndicated Sunday magazine. The Globe's Sunday magazine is PARADE.

In 59 of its key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as St. Louis, Washington and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE – THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Advertising Age
Feature Section

CM Takes Out After Community Ad

Future of New Chain Outlets—Weiss

Peeled Eye Is Flying High

TV—Adolescent with Problems—McMahan

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'The Uncommon Market' . . .

Great Differences Within European Common Market Can Trap U. S. Manufacturers, Expert Warns

The rate of new product failures by U. S. companies in Europe is high, and they represent not only little-known companies but substantial numbers of the U. S.'s 100 largest national advertisers, says Albert Stridsberg, specialist in European advertising and marketing. In the following article, written for Advertising Age, he examines what he considers are the reasons for failure, based on his observations and experience handling top U. S. accounts in Europe. His major tenet: The European Common Market is not one market, but many—and for most products each market must be studied individually because of sharp differences in consumer attitudes, buying habits, etc., in each nation and in areas within.

By Albert Stridsberg

A Frenchman turned to the German beside him at a recent international conference on advertising. "Success story after success story," he said. "Wouldn't it be interesting for once to study the things we've done wrong and see what we could learn from them?" The American behind him looked puzzled and vaguely irritated. Why discuss errors, when they could learn from successes?

The American was making the assumption that the Europeans were rejecting the American success stories before them, because they wanted to study European failures. He didn't realize that the failures interesting them the most were the failures of the long-respected "American" advertising techniques in the Common Market.

■ The recent resurgence of nationalistic schools of advertising, vigorously defended by heads of major European agencies, reflects a fact: The failure rate of American products newly entering the Common Market is high, possibly higher than the failure rate of new products in the U.S. market. These are not unknown companies that are suffering; flops, delays, confusion and slow take-offs are happening to substantial numbers of the top 100 U.S. advertisers.

What's going wrong? Groups of highly-paid senior executives are moving in flying squads from country to country, trying to find out. But the mistakes continue, and a revolt of the anti-Common Market theorists is being readied. "You can't overcome the differences in advertising and marketing techniques from country to country—a Frenchman is a Frenchman, a German a German."

Meanwhile, the strictly national competitors to the international products watch the failures in their own markets, and take heart. They can wait another couple of years, they think, before the Common Market will really force them to change their ways.

■ If the Common Market is worth the attention it has been receiving (and it is), then it is worth our facing the painful facts of our failures. Many of these failures are unrecognized because they are disappearing into the balance sheets as "development activities," "study," etc., while the timetables of product launchings are quickly buried. Examples are hard to come by, and names usually cannot be used. But the failures exist, and important conclusions can be reached from them.

This article, then, is based on the study of a number of American advertisers, large and small, working in the Common Market countries or the U.K. If you recognize the difficulties of your company in the discussion that follows, don't conclude that security has been violated. Although the pattern of success in the Common Market is not at all clear, *the pattern of failure is plain.* The same mistakes are being made, in common, by the majority of American companies entering the European market for the first time.

These mistakes can be unkindly parodied in the following quotations:

- "We'll test in Belgium (or Holland, or Southern Italy), and if it goes, we'll launch it across the board in the ECM."
- "It's been test-marketed in Dallas and it's okay; *of course* it'll go in the Common Market."
- "Europeans? Why,, they're just folks like you and me!"

What's Behind Misconceptions

Do these statements sound ridiculous? They're meant to. But frame them in more serious language, and you will hear them in major company and agency meetings, with millions of dollars at stake.

Let us consider the real situation behind the misconceptions on which these phrases are based:

1. The Common Market does not yet exist.

As a result of the Treaty of Rome, the Common Market is a statistical entity; reports are written about its vast potential, its tremendous growth future. U.S. marketers become enthusiastic about these reports and sell management on moving into Europe. Unfortunately, they take the word for the deed, and take the European Common Market *countries* for *a* common market.

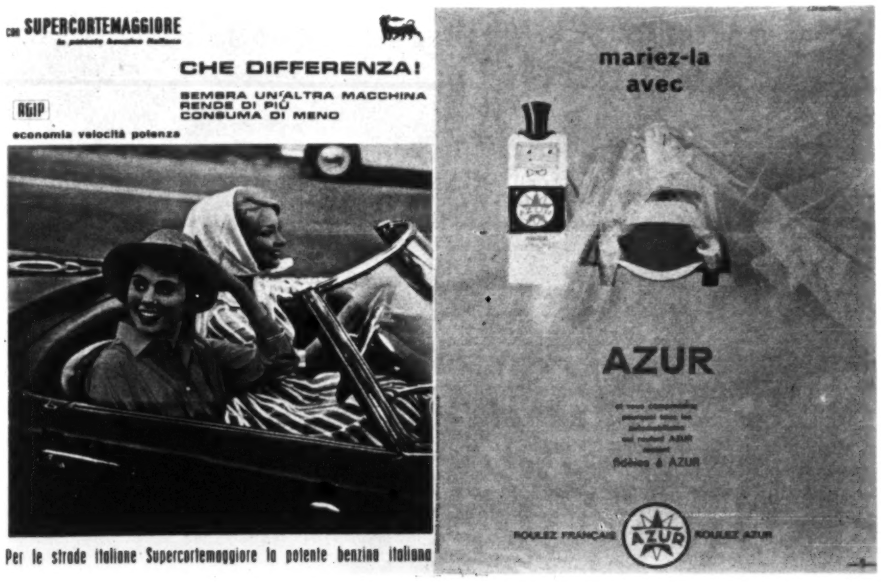
The fountain pens used in Rome did not wipe out the effects of centuries of national separation (or all too recent independence). The Common Market does not yet exist.

A vast number of dividing factors turn the so-called Common Market into a carnival maze, in which even the most experienced international advertiser can get lost. Language, climate, terrain conditions, natural transportation routes, economic conditions, laws and traditions, all conspire to keep the countries separate —and to provoke additional separations within the countries themselves. Belgium, for example, has at the minimum three distinct markets—Flanders, Wallony and the Brussels-Antwerp metropolitan axis—with distinctly different consumption patterns and linguistic habits. The Netherlands for some products can be demonstrated to have six market areas, all behaving differently!

■ American advertisers have paid the most attention to the legal differences between the individual countries—for example, a well-known American proprietary may have its American formula in England, a different formula in France and still another in Belgium, and perhaps may not even be permitted to go on sale in Holland and Germany. But the

Albert Stridsberg

- *Albert Stridsberg has had a good deal of mileage overseas for a relatively young man (he is 31). He is now working in a marketing capacity in Europe and recently ended a two-year stint at McCann-Erickson, Belgium, where he has handled such accounts as Bristol-Myers, Colgate-Palmolive, Noxzema, Schenley, Vick International and Warner-Lambert. After graduating from Yale University with high honors and a Phi Beta Kappa key in 1950, he studied under a Fulbright fellowship at the Universite de Poitiers and traveled widely in France and England. After two years in the Army as a strategic intelligence analyst on the Middle East, he studied and traveled there and in Italy on a Ford Fellowship in 1953-54. Before joining McCann, he had been with Advertising International, Paris; Howard Swink Advertising, Marion, O., and Frigidaire.*



FILL 'ER UP—*With more cars on European roads, oil companies are becoming more competitive. Here are two full-color ads: an Azur ad from France and an Agip page from Italy with an entirely different approach—no gas pump, no sign.*

most disheartening failures occur just when the differences in consumption habit and distribution patterns are *not* reflected in laws that can be turned up by consulting a good professional counselor.

■ Thus, an American company comes in with an excellent product, which can be sold legally everywhere. If the company has confidence in the product, an immediate Europe-wide launching is undertaken, based on previous international experience in such launchings. If it is more cautious, a test-market operation is undertaken in one country, for example, on the feeling that the methods used there with success will work in the other countries.

In either case, the product *may* succeed. If it does, this proves only that the differences between the countries were not such as to hurt sales in a major way. Nonetheless, inexplicable sales figures may turn up, as for one major advertiser whose product sells much better in countries using Germanic languages than in the Latin countries, although identical copy platforms are used everywhere. Careful examination of sales figures shows that not only are more units sold—but a much larger percentage of the Germanic-language peoples consume more product per user.

■ But suppose the product fails. Take the case of the Europe-wide launching: The advertiser notices the first signs of imminent trouble when he starts to get "static" from the agencies he is using in the different countries. He is likely to attribute this to their inexperience, their lack of knowledge of American advertising techniques and their lack of faith in the product. He tries to force them into action—he imposes solutions, copy platforms.

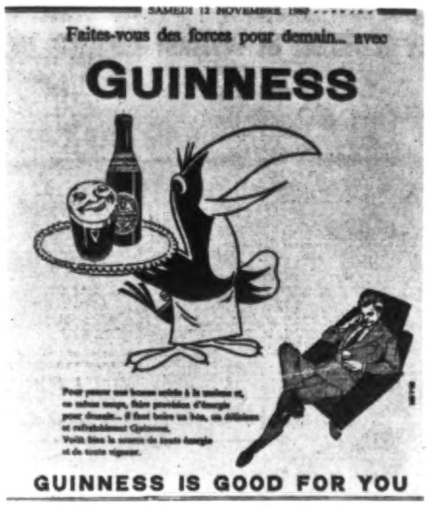
However, during the take-off period, the same complications turn up in the sales. Odd distribution patterns start to show up, different from area to area, from country to country. Meanwhile, costs start piling up—wasted time as the European staff scurries from country to country arguing with agencies, licensees, distributors and sales staff. The costs look too high in New York, Chicago, or San Francisco—and the project begins to slow down, stalls and grinds to a costly, unhappy halt.

■ Or, take the other case where the product, having been successfully "tested" in a single area, is blasted off in all the other countries along the same lines —often against the will of the agencies retained to do the advertising—and runs into a STONE WALL. The advertising in the original country was, indeed, well done—but the country was not a valid test market for the whole Common Market! New York again rapidly calls a halt —but much money has to be spent to get out of a snowballing disaster.

There *are* common denominators among the different European countries. But, before you can assume that a single unitary advertising program can be executed throughout the Common Market, make sure that all your market countries possess the same common denominators —in the same proportions. The advertisers who fail to check this are paying very dearly for the experience.

2. The product that succeeded in the U. S. will not necessarily be a success in the individual European markets.

It is astonishing to note the number of American manufacturers who are thoroughly market-conscious in the United States, and who suddenly become "product-minded" the moment they cross the Atlantic. The men who will stay up late because they don't like ingredient R4 in Glens Falls will lecture the Paris sales force with the accusation, "If they aren't buying, it's because you boys aren't going out and selling it!" International vps have actually stated: "This advertising approach has worked in Japan, Brazil and Amarillo . . . and you mean to say it won't work in Antwerp?"


SAMEDI 12 NOVEMBRE 1960
Faites-vous des forces pour demain... avec
GUINNESS
GUINNESS IS GOOD FOR YOU

ENERGIZER—*Belgium has the highest per capita beer consumption in the world and Britain's Guinness seeks to tap this market, selling its dark brew as a vitamin pill and using its native slogan in English.*

Some products move happily from country to country, using the same formulae, the same basic packaging, the same advertising. They are truly international products—detergents, cars, cigarets, many major appliances, etc. Other products encounter barriers—barriers of taste, of custom, of habit, or of distribution, which cause unexpected results or no results at all.

■ Take products which are in different stages of evolution in different markets. Deodorants, for example, are used by practically everyone in Sweden . . . by a majority of the population in Holland . . . but by less than 10% of the women in Belgium and even fewer in France! The advertising approach that builds frequent use, frequent purchase and greater consumption per use in Sweden would send many a French woman raging away, or would meet with flat, stony-eyed moral disapproval from others.

The whisky product that became fashionable during the American occupation in 1945 in some countries still has not penetrated in the countries that were not occupied for any length of time! The American soft drink that met almost no resistance in countries with no well-defined drink batters against the slowly yielding grip of national preference for wine or beer. And so on.

■ Why do so many American advertisers find this hard to understand? Possibly because they tend to regard Europe alternatively as a sub-market of the U.S., or as a market resembling the African, South American and Asian markets where they have had success, due to the non-existence of established competitive brands.

Thus, you have the American advertiser who contended vigorously that his product was advertised and sold with vast success—the same product, the same advertising copy platform, the same type of ad, illustration, sales promotion—throughout the world. It was a shock to discover, at a general conference, that in some countries it was used as a medicine, in some countries as a vaginal ointment, in some countries against mosquitoes, and in some countries it was actually being eaten! From the point of view of consumption, this is not one single product—it is four different products in the four different areas . . . and the advertising in use was being wasted, except in its brand reminder function!

Finally, some products are unable to travel from country to country, even by changing identity. Bahmi Goreng, stewed octopus, snails and crawdad are little appreciated in the United States. Yet many American advertisers fail to realize that the food product they want to launch in Europe is, in many countries, as exotic and unwanted as a well garlicked snail in a Chicago hamburger stand. Perhaps it is a difference of degree. But the attempt to sell a soup based on beef stock, for example, in an area where chicken stock is traditional for the soup-type in question, is bound to come up against unforeseen consumer reactions, if not outright failure.

■ Thus, the automatic assumption that the product "right" for the U.S. will promptly move well in Europe, can lead to a number of grave miscalculations about the market:

- Overpricing or underpricing.
- Miscalculating the size and segmentation of the market, and thus the distribution policy and the sales goals.
- Inappropriate packaging, either in design, in function, or in quantity contained (for example, the world-famous shoe polish which failed in one country because it didn't have a twist-key opener on the side of the can!).
- Wasted, inappropriate advertising (the gravest example being the pharmaceutical manufacturer who discovered that his sales were coming from an unexpected use of the medicine as an aphrodisiac!).

It is unfortunately the case that many U.S. companies have such pride in the quality of the American product they have formulated and developed manufacturing processes for, that they refuse to listen to advisers who tell them: "It's an impeccable product, but people don't like the taste!" Only careful marketing analysis, with blind tests and consumer acceptance research, can protect even the wisest marketers from this temptation.

3. Similarities between the U.S. and individual European markets should never be assumed without proof.

The alarming tendency to consider the European markets as a single underdeveloped sub-market of the U.S. has already been mentioned. This has gone through several stages. At one point, Europe was the great "dumping" spot for second-rate canned and processed foods. This activity, immediately following World War II, probably set back the introduction of modern convenience food products by ten years.

Now the European markets seem to be considered as training grounds where middle management people can practice before assuming major responsibility, or as "ordinary" markets rather low on the priority list, or in some cases as test markets for products that may ultimately be moved to the U.S.!

The assumption that France or Germany is "just like" a similar-sized geographic and population area in the U.S. is convenient, comforting, time-saving and economical. Sometimes it is even true. But, in *most cases*, the marketing plans developed on this assumption fail to recognize that:

a. The general lack of information about the market in question is a suspicious indication of difference.

The most difficult thing to explain to state-side international headquarters, it would seem, is the difficulty of actually getting any figures for the various markets. In the U.S., the Department of Commerce and a variety of commercial services supply anything that can't be found in the Statistical Abstract sitting on your desk. In Europe, one small piece of information may require two days' continuous effort, long-distance calling and a great deal of effort persuading a reluctant and suspicious government official. In many cases, the information does not even exist—due to the fact that the market is so different from other markets that the research tools used elsewhere are inapplicable.

When definite information is not available, experience tends to show it is very unwise to assume U.S. conditions prevail, and a calculated risk to act on such an assumption.

b. However "modern" and "developed" the individual market, Europeans tend to allocate their buying power differently from Americans, and differently from one country to another.

It is dangerously tempting to judge the Common Market to be something like the U.S. in 1935, and make optimistic projections based on charts such as those found in *Fortune's* "The Changing American Market." Basic allocation of spending power, even based on national per capita averages, reveals that the spending patterns are substantially different, each nation taken by itself.

Take a very simple example—food—in the two countries commonly linked together as Benelux. Rather than discussing the way the food is prepared, we will look only at the choices of basic aliments:

Food Consumption Per Capita, Benelux and U.S.A., 1955

Country	Kilograms Per Capita, Per Year					
	Cereals	Potatoes	Sugar	Meat	Milk	Oils
Netherlands	92	106	38	38	210	28
Belgium/Lux.	104	151	27	51	170	22
U. S. A.	70	46	40	81	236	20

■ The sizable differences cannot be accounted for in terms of pricing in most of these categories. Beef is cheaper in Holland than in the U.S. or Belgium, yet the Dutch eat much less meat. Sugar is only slightly higher in Belgium than in Holland, yet the Belgians consume much less. Potatoes are the same price in Belgium and Holland, but the Belgians eat half again as many.

It is possible to attribute these differences, in part, to the disposable income per capita available to be spent on food choices. However, if we grant this point, it simply means that comparisons from market to market become impossible, since disposable income itself varies so widely per capita from country to country.

Moderne Menschen – modernes Leben
Marlboro gehört dazu
Marlboro
Moderne Menschen, modernes Leben - Marlboro gehört dazu

GERMAN VERSION—*The Marlboro man in Germany seems to have lost some of his masculinity.*

The basic point is that, for a given sum of money, within the area of choice permitted by biological necessity, people choose different things, and different proportions of the same things. A national profile of choice patterns can be set up, but no Common Market profile is possible yet.

c. The distribution of spending power among socio-economic groups differs from

*June 20, 1960, Patterson Knocks Out Johansson.
ABC Radio, Carrying the Fight
on an Exclusive Commercial Basis,
*Delivers The Largest Circulation in the History of Advertising—
60 Million Listeners!*

HOW TO HIT 60,000,000 CUSTOMERS WITH ONE SHOT

*March 13, 1961, you've got the same fighters, the same phenomenal audience excitement, the same radio network to carry this championship bout exclusively.

This is the biggest show of 1961. And that's a fact! Here are two more facts you should know before you call your ABC Radio salesman: Mennen has already bought half sponsorship; ten-minute pre-fight and ten-minute post-fight programs are available.

The phone number, SU7-5000. Note: Only other coverage is closed circuit TV

THE PATTERSON-JOHANSSON CHAMPIONSHIP FIGHT MARCH 13, 1961 AVAILABLE ONLY ON

ABC RADIO

LATE FLASH: OTHER HALF SPONSORSHIP JUST SOLD TO CARLING BREWING CO.

the U.S., and from one country to another.

Those marketers who want to compare the Common Market with American conditions support their desire with examples of socio-economic groups which behave "like Americans." Perhaps the Dutch worker eats mainly butter, cheese, milk and herring, says this school of thought, but the urban bourgeois lead lives very similar to ours.

It is certainly true that the same strata (commonly called "bourgeois") in Western democracies tend to behave similarly, and even to intercommunicate their tastes and attitudes. However, a major difference in consumption patterns (and sales potential) results from the fact that the number of people in these strata, and the amount of purchasing power massed there per capita, differ from country to country.

Thus, the so-called American "proletariat," manual workers both skilled and unskilled, has vastly more disposable income—and completely different purchasing habits than their European counterpart. They possess, in fact, a spending power proportionate to the European middle classes (liberal professions, shopkeepers, middle management, etc.). On the other hand, many American middle class groups have proportionately the percentage of disposable income typical of European working classes.

Before doing any kind of market evaluation in Europe, it is essential to know as much as possible about the stratification and the segmentation of the population into distinct purchasing groups. For almost every product (with perhaps the exception of products like detergents and other mass consumption items possessing extremely simple product "personalities"), the market pattern in each foreign country is substantially different from the U.S. pattern.

d. Given the preceding points, it cannot be assumed that the Common Market consumer choices will evolve as they did in the U.S.

It would be simpler for marketers to assume for example that, as disposable income per capita increases, European women who formerly purchased rayon fabrics will move on to the more expensive polyamides, and thence to the polyesters, polyacrylics, and expensive processed cottons, etc. Or to assume that, the more disposable income, the more soft drinks will be sold.

Most predictions of this sort postulate a choice that never existed in the American market. The European consumer today may have the average purchasing power of an American in 1935—but he has a far wider range of choices, representing simultaneously all the choices of the American consumer from 1935 up to the present. The sequence of product innovation and introduction that took place in the U.S. is not taking place, 35 years later, in Europe.

Instead, following a period when production facilities prevented such introductions, Europeans are faced with a sudden *burst* of consumer choices. In dazzlement, some of the more conservative segments of the European populations are refusing to make *any* choice for the time being—thereby making the launching of new products far more difficult and far more expensive.

e. Most comparisons between Europe and the U. S. assume that the distribution systems are comparable, an idea that is completely false.

American agency men in Europe frequently have to analyze and correct "payout plans" which have been made up in New York, and which attempt to impose artificially a pattern of arriving at profitable sales. Usually, the percentages allotted to the different types of advertising and promotional activities have been based upon experience in the U.S. market.

While the gross sums allotted for consumer advertising expenditure may be correct, the plans usually assume an efficiency in the distribution system which has no relation to reality. As a result, the plans propose appropriations for promotional activities to the trade, to indirect influences and to unmeasurable media which are generally too low—and the products do not succeed.

Disregarding all other factors of taste and tradition already discussed, we must insist upon the difficulties posed for American marketers by the present state of retail distribution in Europe. This is characterized by:

- The existence of thousands of marginal (or submarginal) retailers, with extremely low annual sales volume.
- A costly system of hundreds of middle-sized wholesalers, who owe their existence primarily to the complexity of warehousing, delivery and extension of credit to the marginal retailers.
- A battle between the department and chain stores on the one hand, and the independent retailers on the other. Since the chain buying and distributing syndicates are intrinsically more efficient, the independent retailers and their supporting wholesalers have frequently waged this battle on the political plane—thereby artificially delaying the evolution of the distribution system.

▪ The following table reveals the general inefficiency that prevails:

Retail Outlets, Europe and U.S.A.

Country	Inhabitants per retail unit	Retailers per 1,000 inhab.	Avg. annual sales per retail outlet
Italy	99	10	$ 12,980
Sweden	93	11	34,300
Norway	84	12	22,370
U.K.	84	12	24,760
W. Germany	83	12	13,970
Austria	74	13	9,890
Denmark	70	14	24,500
Switzerland	70	14	29,560
Netherlands	56	18	10,810
France	54	19	15,420
Belgium	29	35	10,980
U.S.A.	97	10	75,270
West. Europe	71	14	16,640

▪ As can be seen, conditions vary widely. This becomes even more apparent through study of the structures within the different retail categories.

The weight of these distribution inefficiencies ties up labor force and imposes a great burden on the European populations in terms of increased costs. They persist apparently for psychological reasons.

For example, one would assume logically that, as population density increases, retail units would become more efficient—each unit serving the greater number of people now within walking distance and driving distance. However, it has been demonstrated in Europe that instead of the efficiency per unit increasing, the *number* of units increases disproportionately as population density goes up, with the result that large European cities frequently have more marginal retail units than the sparsely settled country areas.

▪ This situation came about, according to economists, as a result of the recurrent political and economic instability in Europe, which increased the desire to be independent of uncontrollable economic forces and—above all—to be sure of a roof over one's head. While economically unsound, the reaction was not surprising psychologically.

Whatever the cause, the result is relatively clear for the retailer. His annual sales volume permits him very little money for increasing his staff, improving his store, training himself to do a better job. Called on by wholesalers whose salesmen are little more than order-takers, rushing from one small retailer to another, he suffers from:

- Lack of capital.
- Lack of merchandising information.
- Lack of selling and marketing training.
- Lack of time.
- Low turn of inventory, or relatively limited stocks, or both.
- Fear of choosing stock he cannot sell, but lack of sources to give him information about trends.

▪ Thus, small retailers in Europe risk responding "too little and too late" to market trends, out of innate conservatism and lack of knowledge, buying power and sales training. The great determiners of trends, the department and chain stores, represent only a minor percentage of total national sales in most categories. Thus, up to now, their influence has not overcome the general rigidity in retail distribution. The wholesalers, who under more efficient selling circumstances would play the role of counsel to the retailers, do not have the time or (often enough) do not care.

While the amount of complexity and rigidity varies from country to country, it is certain that most European retailers are not yet sufficiently responsive to market trends, nor sufficiently efficient in promoting products to the public.

At this point, the "merchandising" value of consumer advertising becomes crucial, in *forcing* the retailer to be aware of and to stock the new product. (One

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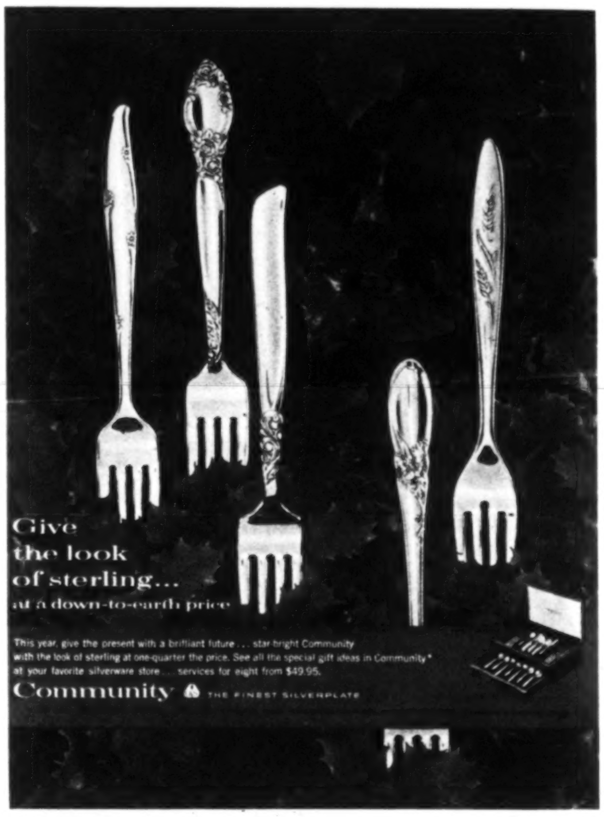
The Creative Man's Corner . . .

Somewhere Beyond the Sale


Give
the look
of sterling...
at a down-to-earth price
This year, give the present with a brilliant future . . . star bright Community with the look of sterling at one-quarter the price. See all the special gift ideas in Community* at your favorite silverware store . . . services for eight from $49.95.
Community
THE FINEST SILVERPLATE

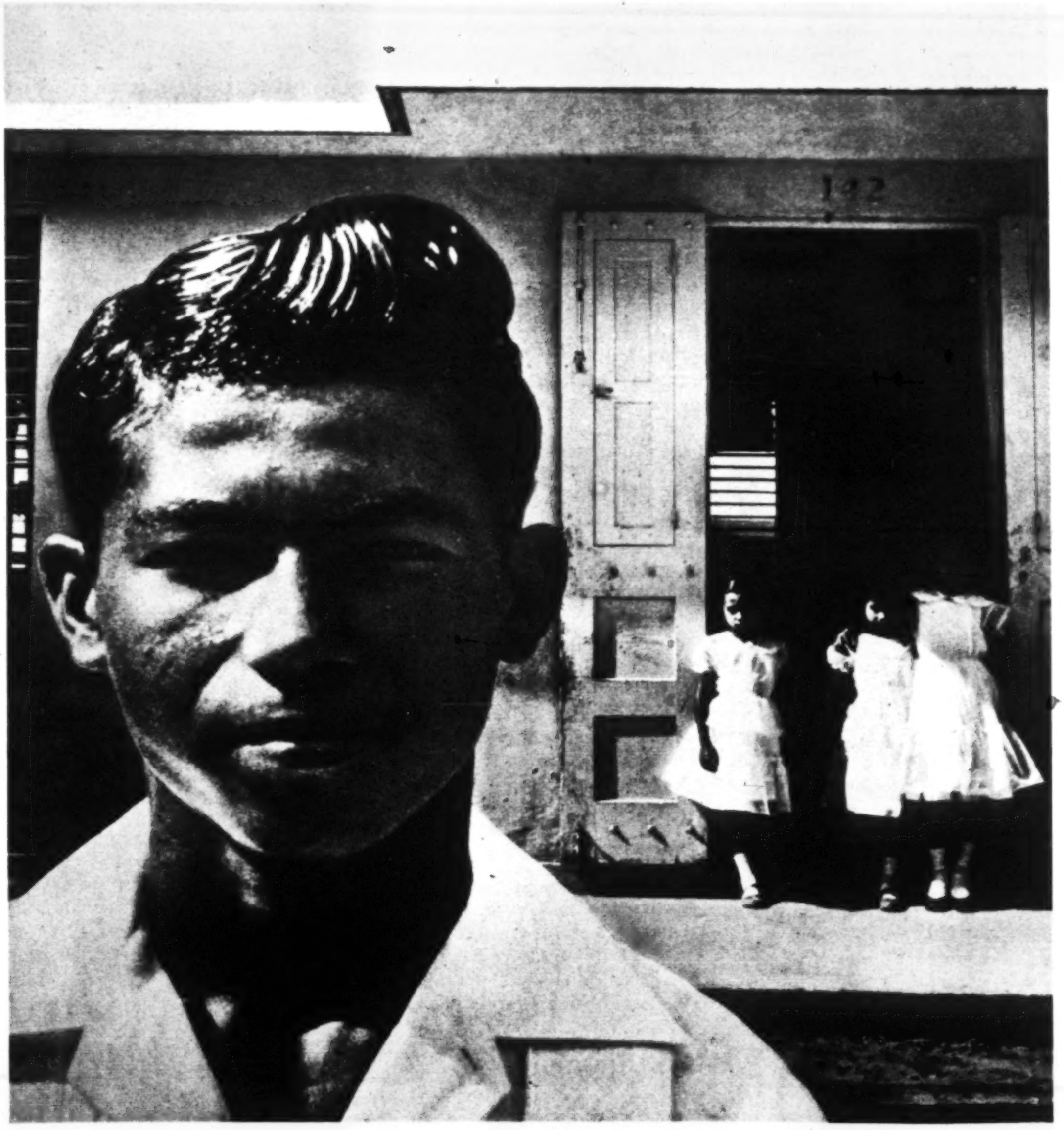
Last week we discussed the need for advertising to state and clarify its role in society and asked, "Is it justified in subordinating ethical and moral considerations to the promotion of sales? Or should it convey information about products in the strictest honesty, without even intent to deceive?" And we cited two corn oil margarine ads.

Here is another ad we wonder about. It cannot be denied that the signature of this ad reads "Community, The Finest Silverplate." But the word "silverplate" is in considerably smaller type than the headline, which reads, "Give the look of sterling . . . at a down-to-earth price." The copy repeats this phrase. It reads, "the look of sterling at one-quarter the price." Why mention sterling at all? Isn't this all silverplate? Why not let sterling manufacturers sell sterling and have silverplate manufacturers stick to silverplate?

It can be argued that silverplate, at least when new, has a definite resemblance to sterling. It can also be argued that it is actually a cheap substitute for sterling. But why *feature* the word "sterling?" Because it's "smart selling?" Do advertisers, who object to selling on price, encourage quality buying when they use advertising like this? We are not questioning the intentions of Community or its agency. It is possible that, accepting current attitudes, neither thought beyond making the immediate sale. And maybe this is all advertisers and agencies should think about. It is not for us to decide. We do feel it our responsibility, however, to raise the question. It is begging for an answer. #

Transformation in San Juan. In just five years, the environment, appearance and outlook of young "Coki" Lozano have changed miraculously, just one result of Puerto Rico's unprecedented "Operation Bootstrap."

Photographed especially for LIFE EN ESPAÑOL by Gordon Parks.



IN LATIN AMERICA...

The face of the people is changing even as the face of the land. As slums grudgingly give way to modern housing, as new schools and hospitals rise . . . the dull-eyed, pot-bellied, spindle-legged look of proverty is left behind.

The proud way these Latin Americans now eye the future is the symbol of the growth and progress of the South American continent.

Latin Americans have a LIFE of their own—in their own spirit, in their own idiom. LIFE EN ESPAÑOL has a circulation of 370,000* and more than three million readers each issue.

These readers—the great majority leaders in business, government and community life—look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. (A picture which is vividly drawn in authoritative, often exclusive articles and photographs.) They are your best customers in Latin America . . . and you can reach them best in LIFE EN ESPAÑOL.

* *And four ways of using it. LIFE EN ESPAÑOL provides four editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean, Mexico, and all but Mexico.*

LIFE
EN ESPAÑOL

ROCKEFELLER
CENTER
NEW YORK 20, N. Y.

THE MOST INFLUENTIAL VOICE IN SPANISH-SPEAKING LATIN AMERICA

major company characteristically starts its national campaigns when the product has reached distribution in one-third of the retail outlets!) In the cases where the consumer advertising budget is not big enough to have this forcing impact, other sales promotion activities become crucial. Thus, the budget proportions which seem solid in U.S. terms must be carefully restudied, to allot sufficient funds for the increased importance of "selling the trade."

f. Few American products are entering a "market vacuum"; most have to contend with existing products.

There seems to be a tendency to forget that, although there are few or no competitive American brands in the market, local or national European brands are already present, with product histories that will influence the sale of the new entry.

Thus, in certain European markets, trouble turned up in the sale of a certain analgesic tablet. In that particular market, tablets that are swallowed whole always have a "dragée" (candy) coating. Uncoated tablets are habitually dissolved in water for consumption. The American manufacturer, not knowing this, failed to indicate in the instructions that his uncoated tablet was not to be dissolved in water. Consumers, with one taste of the bitter flavor of the pill in solution, stopped buying, and a promising sales introduction slowed to a near-halt.

■ In other markets, soups made of green California asparagus have encountered unexpected reactions because soup in certain countries is made of white asparagus, and has a somewhat different flavor. Medical products in tablet or drop form have been stoppped cold by existing products in the form of suppositories. And so on.

Any evaluation of an unknown continental market should obligatorily include a review of the market history—both in terms of sales facts and, if possible, consumer memory. This technique, rarely used effectively, is one of the basic ways to protect investment in a market. Resistance to using it probably comes from the "product-minded" tendency to believe the U.S. article is perfect; no single method is more likely to show up the need for product adaptation to existing consumer attitudes.

Conclusion

American companies entering the Common Market will have a better chance of succeeding if they enter deliberately *looking for the differences*, and insisting that similarities to U.S. conditions be proved, rather than assumed.

This involves investigating consumer behavior, the distribution process, the proportions of advertising and sales promotion expenditures, the available media and the effective patterns of media mix.

■ In addition, U.S. companies will help themselves if they work like scientists, rather than like geniuses. Having learned their principles of marketing, they must follow them in terms of available information, even when experience "intuitively" suggests other solutions. If, for example, market research suggests an advertising theme or technique which contradicts previous experience in other markets of the same size and economic potential, it is better to listen to the market research rather than to contradict it in terms of "salesmen's hunch."

■ The "sub-market" concept must be done away with, too. The Common Market countries are not an area for trainees, for men who've been pensioned off, or for middle management needing a promotion from somewhere. They require, and deserve, top talent in the form of entrepreneurs—men who know how to take intelligent and bold decisions. These men must be given the training, the funds and the authority to move forward without being hobbled by the home office.

■ Finally, the American companies must recognize one direct financial result coming from the extreme "difference" between the American markets they know and the European markets they do not know: since it takes more effort and more time to learn what is going on, the investment in the learning process must be proportionately greater. This means "extra" money for research, to acquire the information which normally is available free or at little cost in the U.S., to correct misconceptions, to establish degrees of difference.

If our companies will start from this point of departure, and *then* work toward the integration of their marketing efforts from one country to another, they will help in speeding the creation of a true Common Market—based on the *lingua franca* of common products, common communications and common ideas—where only fragmented national markets exist today. ≠

What They're (Really) Saying . . .

—By W. H. Everett

"And tell your secretary to stop addressing the client as 'Buster'."

On the Merchandising Front . . .

Are Traditional Chains Questioning New Store Programs?

By E. B. Weiss

It is becoming something of a question whether some of our established chains—food, variety, drug, hard goods would be examples—will be able very much longer to afford their present programs for opening new outlets. This would be an extraordinary development. It stems from the fact that just when new stores need *more* years to pay out—*fewer* profit years appear to be the prospect. Let's poke into it.

E. B. Weiss

We know that, for several generations, the various chains really depended on their new stores for the lion's share of their volume and profit growth. It was the *new* store units that historically gave the chains most of their boost in volume. And it was the *new* store units that historically made substantial contributions to the net profit performance of many chains.

Obviously, this process of adding to volume and to net profit via the new store route eventually had to bump up against the law of diminishing returns. And that may be precisely what is currently happening.

■ Insofar as net profit from new stores was concerned, the law of diminishing returns really began to function almost a decade ago. Starting early in the 1950s, most chains showed a dismaying inability to increase their net profit ratio despite a decade of almost uninterrupted shopping spree by the masses of our people. Simultaneously, their return on investment—the true yardstick for measuring net profit performance—tended to decline; in many instances, alarmingly. But the chains did not want to indict their new stores as the culprit.

Then, starting just two or three years ago, it became increasingly evident that new stores were no longer to be relied upon, particularly as a source of net profit. The figures just could no longer be denied. In quick order, it was found that few new stores achieved their planned figures for the *first* year—then the *second* year some failed to show a net profit—some not until the *third* year—some have *never* thrown off a net profit. Return on investment in the new stores turned out to be even more dismal.

And this succession of events is continuing—at a stepped up pace!

Obviously, it was this situation that led to the rash of mergers. But the merger route also has its ultimate dead end, both in law and in practical economics.

■ Will this situation propel these chains to the leased department concept—both in their own stores and as operators themselves of chains of leased departments? This is not merely possible—it is entirely probable.

Indeed, these twin developments are almost inevitable—and for these specific reasons:

1. The obsolescence rate on new stores is accelerating at a frightening rate. Several decades ago, a new chain-store unit could be counted on to achieve planned figures for *many* years. Today, as one new shopping center crowds in on another; as older shopping centers deteriorate rapidly; as new highways bring about almost overnight changes in traffic patterns; as new types of competitors locate almost next door (such as the closed-door and mill chains), store performance becomes exceedingly erratic. Even a top-notch store unit in a chain can experience fearfully tumbling sales in a matter of months for these and related reasons. Clearly, if a new store cannot be counted upon to perform profitably for a sufficient number of years (especially when the store operates under a long-term lease), the wisdom of new stores becomes debatable.

2. The pie can be cut only into so many pieces. *All* chains are opening huge one-stop store units. There will some day be more one-stop stores than one-stop shoppers. In some areas, this situation already exists. The number of areas in which it will prevail will multiply. This makes the opening of large new stores hazardous. Here, too, the law of diminishing returns is beginning to apply. Here, too, we see reason for turning to the leased department concept—both to spread the risks (when concessionaires are invited in) and to lessen the risks (by taking on concessions in other stores).

3. The cost of new stores mounts astronomically. Building costs are higher. As choice locations become scarce (and this is definitely happening) land costs jump. The larger the store, the higher the building cost and, of course, the higher the cost of inventory. Inventory costs are further aggravated by slow turnover. Payroll costs are also high for many reasons including some of the reasons already mentioned. Obviously, the higher the total cost of a new store, the more vitally necessary is it to be assured of a large number of years of profitable operation. This is *precisely* the assurance that is less and less frequently to be had. Here is the Achilles heel of new-store programs.

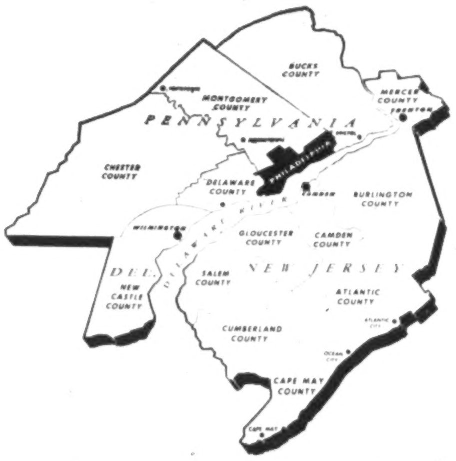
4. The number of potential shoppers per new store unit is definitely dropping. In the food field, the potential shopper count for new stores is down alarmingly. This is a sad fact of current economic life in mass retailing. Larger, more expensive stores—fewer shoppers per square foot of selling floor space! Not a healthy state of affairs; not at all. And a very persuasive argument for turning to leased departments.

5. Scientific breakthroughs will accelerate *still further* the pace of change in retail stores. Automatic vendors that accept paper bills unquestionably will bring about vast changes in retail stores. New electronic checkouts will make many older store layouts, as well as checkout facilities, quite archaic. New techniques for physically handling inventory will have similar results. The entire science of automation and electronic data processing is now about to play its destined role in mass retailing—and this must mean, among other developments, a *still more* rapid obsolescence of existing store units. The more rapidly existing stores become obsolete—especially when matched against the other factors so far enumerated—the more reason is there to look with a dubious eye upon new stores as the sure-fire guarantee of larger profits.

6. Retailing techniques themselves are subject to more rapid change than ever before. The fantastic growth of the closed-door discount chain is a case in point. Its over-night emergence into a position of importance in mass retailing not only plays hob with the newer stores of traditional chains which may be located nearby—but *all* of the various forms of discount retailing are, really, ushering in, finally, an *era of low-margin retailing*. This is a development of vast import. It will still

75 PERCENT OF DELAWARE VALLEY'S GASOLINE STATION SALES ARE MADE IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 30% more suburban adult readers than does any other Philadelphia newspaper.


BUCKS COUNTY
MONTGOMERY COUNTY
PENNSYLVANIA
MERCER COUNTY
TRENTON
BRISTOL
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
DELAWARE RIVER
WILMINGTON
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW CASTLE COUNTY
SALEM COUNTY
NEW JERSEY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

further accelerate the obsolescence rate of the store units of traditional mass retailers—add still more hazards to the future of these stores—making these stores still more difficult to operate profitably.

7. The time lag between new store opening and net-profit status is stretching out with disturbing speed. Only three years ago, most new store units could expect to operate in the black within six months. Now it is no longer unusual for a new store to operate in the red for two years. Three years of red ink operation for many new stores will soon be quite typical. This is truly alarming—because, within three years, many of the other factors referred to in earlier paragraphs will make it quite certain that the new store will *never* become profitable!

■ Moreover, if it does become profitable—*how long will it take to balance out the losses of one, two or three years!* And, by the time those losses *are* balanced out—*will that new store have seen its best day?* (These are questions that trouble financial security analysts and this, in turn, explains the extremely low rating given by Wall Street to the securities of most mass retailers.) Here is a potent reason for either leasing out departments in new stores—or for a chain, itself, to lease departments in other stores. A very potent reason, indeed.

Does this mean that chains would be wise to refrain *totally* from opening new stores? Of course not.

■ But it does mean that, for many chains, the time has come to re-examine programs of new store openings. Maybe budgets for new stores should be *reduced*—maybe fewer new stores should be opened. Maybe those new stores that are opened should turn more strongly to the concessionaire—clearly this is a form of diversification that spreads the risk. And maybe it is high time that more chains recognized that a policy of opening leased departments in other stores is, in reality, a type of expansion via the new-store route, but that it offers the enormous economies of a leased department as contrasted with the enormous costs of new stores.

And, perhaps most important, the leased department route may permit some high margin chains *to become competitive* in the emerging era of low-margin retailing. Most long-established chains are no longer low-cost, low-margin retailers. On the contrary, they tend to be high-margin retailers. They simply cannot operate profitably at low margins under their traditional setups. Yet this may soon become imperative.

Under the twin program of leased departments—within their own stores and opening leased departments in other outlets—at least some chains in certain fields may find a formula that will restore both their competitive status in the new retailing set-up and that will restore their net profit ratio to a more satisfactory figure.

That is not to say that this is the *sole* formula for a resurgence of the traditional chains. Mergers will continue to play a role in some cases. Entry into manufacturing will play a role in other cases. New concepts applied to new stores will play a role in still other instances. More emphasis may be placed on telephone selling, on mail-order, on in-home selling, etc.

But the leased department concept in its twin form *does* offer interesting potentials to many types of chains—and its acceptance by more and more chains, in more and more fields (in addition to the food, drug and hard goods chains now beginning to function this way) is inevitable. #

Agencies Ask Us . . .

The Agency Trend Toward Individual Service

By Kenneth Groesbeck
Advertising Agency Consultant

"Of the two generally accepted methods of agency organization," writes a Pennsylvania shop, "which do you prefer, and why? We are referring, of course, to group operation versus 'everybody works on everything' in which the plans board thinking dominates."

Kenneth Groesbeck

Bless me if I have ever heard a better definition of centralization than our Pennsylvania friend offers. Group systems have long been recognized as such, where the agency's service is rendered, as it were, by small agencies within the parent structure headed by capable advertising individuals who would be heading their own shops did they not find better opportunities for effective service in a large organization. But the delightful "everybody works on everything" description is new to me.

Apparently the trend is away from the big, impersonal, corporate service in which joint thinking is done in committees, of which the plans board is only one, the strategy decisions then being transmitted to the client through contact men who are not expected to have any opinions of their own. In view of the increasing competition among agencies, this would seem to be a natural development. What the client, large or small, wants from his agency is good business judgment in promotional matters, springing from acute personal interest in the problem involved.

■ As one client recently expressed it, "No committee is going to worry about my problems as acutely as I do myself, or as an agency individual will do if his survival depends upon his finding the correct answers. All I need do is pick the right individual, be sure of his ability, trust his judgment, and see that he is backed by all the agency data and facilities he needs."

That, I submit, is an illuminating viewpoint of the client's needs and how they may best be met. He hires not the organization, but the man, whose good judgment has been demonstrated and whose resources are evident. In so doing, the advertiser follows the method established by our most successful business organizations. They lean upon individual and personal superiority. In spite of automation and thinking machines, there still has to be *the man*, to tell them what to think about.

■ Illustrating this trend toward individual service in the agency business is the January announcement by Tatham-Laird, Chicago, assigning nine top executives, including the president and the chairman of the board, to the new function of "management director." These individuals will each be responsible for certain clients, bringing in the advice of the other directors only when and as such help is needed. "This," concludes the statement, "assures each client of continual top-management counsel, instead of the occasional management review afforded by the unwieldy plans-board type of operation."

It's the most recent endorsement of the group system, which for my money (provided the group head is really good) is the best way for an agency to operate.

An outstandingly able agency head in Ohio has lately confronted the same problem. So far it has only hit him in art direction, causing him to assign individual art directors to certain accounts, all of them working under the art department manager. It is my guess that as his business grows he will verge toward the same service personalization in creative thinking, provided he has associates who rate with him in ability. This last "provided," however, is a tough nut to crack. It is the ever present problem of the transition from the small to the large agency—"more men, as good as the boss."

The way agencies work is an area almost as vague as the way they charge for their services. Both from an organization standpoint and financially, agencies seem to play it largely by ear. Creatively, where outstanding personal ability is present, the individual tends to be paramount. Otherwise, safety often seems to lie in numbers. So it is practically impossible to state what percentage of agencies work on the group system, as compared with those who centralize. It's federal power versus state's rights, you might say. And so many agencies try a little of each, as and when the method seems to work. Definitely, however, the trend would seem to be toward personal service.

Which, when you come to think of it, should be encouraging to the smaller agencies, struggling against mere size, power and widely spread branch offices.

There is no substitute for individual experience and brain-power. Resources, size, facilities—all take second place. Let's try to see our business straight. #

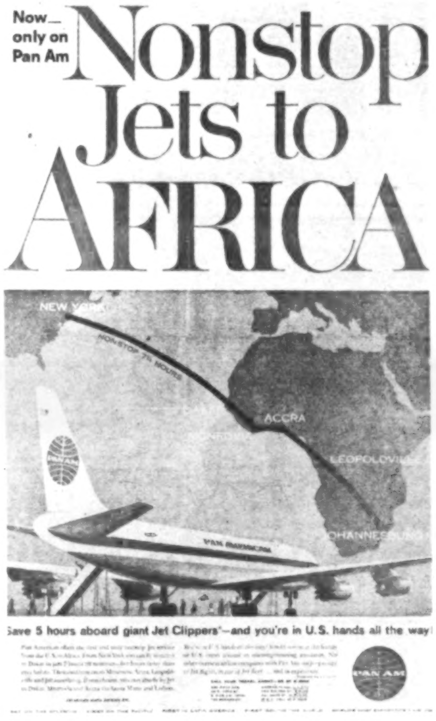
The Peeled Eye Department . . .

It's a Big, Wild Wonderful World

By Dick Neff

Shall We Congo?

"Now only on Pan Am—Nonstop Jets to Africa," says a recent Pan Am ad. "Save 5 hours aboard giant Jet Clippers—and you're in U. S. hands all the way!"



Now—only on Pan Am
Nonstop Jets to AFRICA
NEW YORK
ACCRA

Save 5 hours aboard giant Jet Clippers*—and you're in U.S. hands all the way!

And in those African hands when you get there, hey, Pan Am?

Dick Neff

Which reminds us of the story that's going around about the Martian who landed in the Congo.

"Take me to your leader!" he said.

"Kasavubu or Lumumba?" asked one of the natives.

"Take me to your leader!" the Martian said. "We'll dance later!"

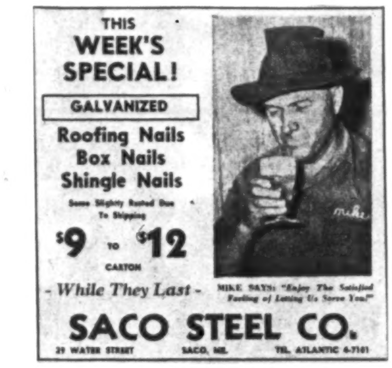
Couple of Pot-Boilers

In response to the recent cannibal gag contributed by our nine-year-old, Nick, ("Winston tastes good like a Prime Minister should") we got a note from C. Jansma of National Starch and Chemical Corp., New York City, about a cannibal who only ate cigaret users. He preferred a smoking man's taste, claims C. J.

He then bald-facedly adds this P.S.: "I have just now heard one about a man who ran a filtering plant in New England. He died and in his will left his brain to science. The scientists were saddened by his passing but were overjoyed to get the brain because they had always wanted a look at a filtering man's thinker."

Who Spiked Mike's Sarsaparilla?

"The enclosed advertisement is, to say the least, a mite odd," writes Alex W. Beckett of Seacoast Advertising, Ellsworth, Me.



THIS WEEK'S SPECIAL!

GALVANIZED

Roofing Nails
Box Nails
Shingle Nails

Some Slightly Rusted Due To Shipping

$9 TO $12 CARTON

- While They Last -

MIKE SAYS: "Enjoy The Satisfied Feeling of Letting Us Serve You!"

SACO STEEL CO.

29 WATER STREET SACO, ME. TEL. ATLANTIC 4-7161

"Note that the copy states that the nails are *GALVANIZED* . . . albeit slightly *rusty* from shopping. Or, maybe it's MIKE that's galvanized!"

Hair Today—Gone Tomorrow

"$4.50 Haircut Here to Stay?" asked a *New York Herald-Tribune* editorial that caught our eye a few weeks ago.

The editorial described the "razor-sculpturing" and other little extras, demonstrated at a barbers' convention, that are supposed to justify this bold stride forward from those bad old "shave-and-a-haircut, two bucks" days. A few days later we heard of a barber shop in a New York suburb that delicately refrains from even mentioning the horrid subject of price. Instead, it carries a chaste little sign in its window reading: "Come in for an estimate." Pretty high-class.

But it took Bud Eiseman of the El Producto Cigar Co. to really shake us up.

Bud says there's a barber shop in fashionable Syosset, Long Island, with the name, "Physiognomical-Tonsorial Parlor." Some time when we get an extra big dividend and need a really good haircut we may have our chauffeur drive us out to see if we can afford the down payment. #

"Used to be the West Side was —well, the West Side. Now it's hard to tell where you are. Parts of Sixth Avenue, you have to look at the street signs to make sure you're not on Park or Third."

New York is change. 28,000,000 square feet of new office space in the past five years. Another 11,000,000 under construction. Enough new buildings to make a good-sized city on their own. In New York, just part of a constant story of change. New is the word for New York. So is The New York Times. It serves New Yorkers with the most news. It sells them with the most advertising. New York is The New York Times.

McMahan on TV Commercials . . .

Shell, SAG, 'Cheap Drug Store' and Other Tv Problems for '61

"Significant Tv Ads of 1960: Trends and Techniques," a handbook of nine of McMahan's best columns of the last year, has been prepared by ADVERTISING AGE *and is available at $1 a copy. Write editorial department, 200 E. Illinois St., Chicago 11, Ill.*

By Harry W. McMahan

Harry W. McMahan

Shell is just one of the problems. Like blemishes on an adolescent's face, problems are popping up all around for tv's own 16th year. Some are problems of growing up. Others are more than skin deep.

Ogilvy's move to switch Shell Oil entirely to newspaper advertising has really rocked the tv ad boys. Suicide, they say.

Malarkey, sez I. We think every astute advertising man should recognize that the pattern-breaking Englishman has pulled the sharpest coup in media buying in years. He'll get at least a third more for Shell's money by concentrating in papers. Plus promotion. Plus dominance. Plus a morale factor that might wake up those service station men who have been dozing in their shells.

Dominance in a medium is the key point here, we think. Quite a few people overlook the fact that Ogilvy pulled a similar trick when he got the Maxwell account 22 months ago. Only that time he slapped the whole budget 100% in tv. Now, this Goliath-whomper of a David is just as apt to reverse the field in 1962 and put it all in outdoor, or back in tv. (And for those who say "he'll never get those good Shell time-slots back," we think he doesn't want 'em. We think he thinks too many oil companies have news slots. He thinks, we think, right.)

Texaco

- Make no mistake, it isn't going to hurt Shell to stay out of tv for one year. And it sure isn't going to hurt Ogilvy, who long ago proved he knows how to use the medium when he wants to.

But it may hurt tv. Hurt it enough to help it. Whomping it right on its fat pocketbook pocket, cutting its allowance.

Pampered, spoiled, over-indulged, our 16-year-old has had an all-too-easy life so far. People bought his merchandise because he was a cute kid and everybody liked him. Now he's got to grow up and become a *better salesman*, more responsible, more efficient than ever before. Now he's got to clear up some of those blemishes and work like a man.

Other Problems:

Tv has done a fairly good job in clearing up some problems in 1960. But, just between us, 1961 has a fresh batch:

1. *Commercial actor costs:* The new SAG-AFTRA code increases the cost of actors in commercials an estimated $15,000,000 over last year. This is a frightful wallop to commercial budgets. It will hurt on many sides, even force some advertisers (observing Shell the meanwhile) out of the medium, we fear.

2. *Commercial producer solvency:* Commercial producers will be expected to trim their budgets to pay for part of that $15,000,000. This is cockeyed business, we know, but it happens. And they can't afford it! In 1960, one of New York's top producers grossed over $5,700,000—*yet lost $33,000!* This can't go on. The industry needs every producer it can get—yet the competitive pressures of '61 may force many to the wall.

3. *Over-all tv ad taste:* One top regional advertiser on the West Coast refuses to use television because it's a "cheap drug store" and he doesn't want his merchandise advertised among the Anacins, Bufferins and screaming pharmaceuticals of the air-waves. Here's one for the networks and the stations to ponder. It isn't another Preparation H case. It isn't a single commercial or an obvious code violation. It's the *over-all impression given by the advertising in the medium*. That's the way you judge the audience for a magazine or a newspaper . . . or, sooner or later, television . . .

Now, none of these problems are insurmountable. It's all a part of Junior's growing up. And it must be faced realistically.

Economically and otherwise, 1961 has some entirely new problems for our growing boy. But all are things that, rightly handled, build character in an adolescent. And make a better citizen. And, our persistent plea—a better salesman.

The blemishes will pass, Junior. But don't forget to wash your face, often. And, for Pete's sake, watch your diet . . .

Meanwhile, at Texaco . . .

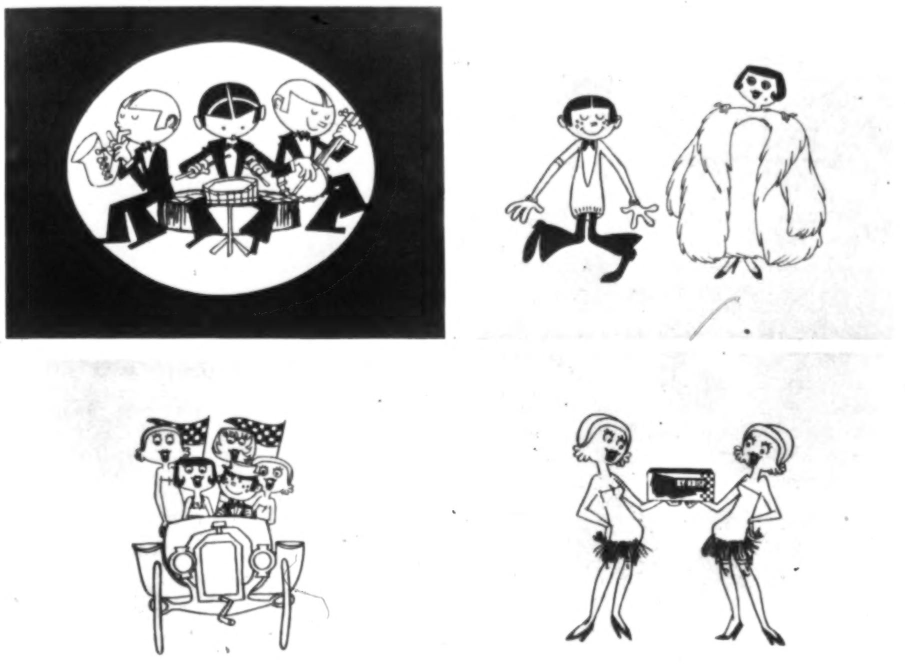
One reason we think Shell can drop those tv newscasts is that nobody in the oil business is doing as good a job as Texaco. They've got Huntley & Brinkley and they've got Association & Recall. Powerful pardners, those.

In fact, Texaco doesn't even have to have the type of selling commercials other gas men require. They proved this last month with an intriguing departure from the norm: A "mood" story of a little boy and his quiet adventures in passing the time of day. Warm with charm and human interest, the story bounces lightly, like its rubber ball, into the Texaco station at the end. A toss from the station man, a bouncing camera glance at a familiar sign and ball and boy go on their way.

No words. No selling. And a bit arty for anyone but Texaco who happens to have Huntley & Brinkley for indirect selling purposes. But this commercial, on its own, can be counted on for its share of "gratitude" purchases.

Cunningham & Walsh is Texaco's agency. The C is for Creative.

Shades of John Held Jr.

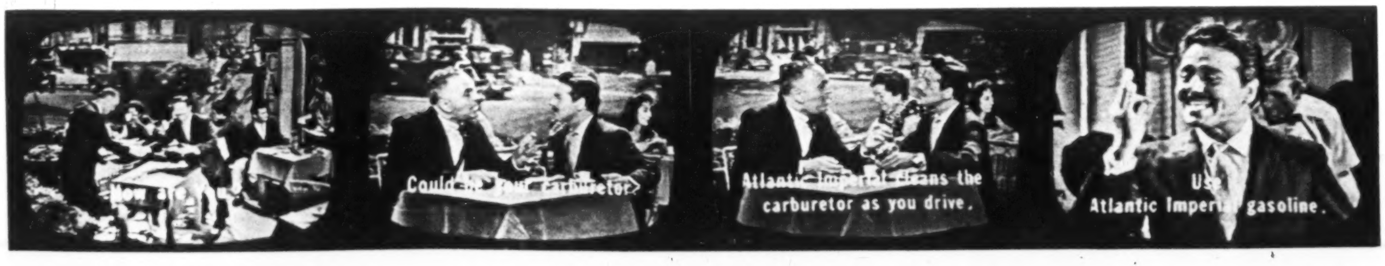


Ry-Krisp

Ry-Krisp takes us back to the old *College Humor* days of John Held Jr. for a jazzy "Gay Twenties" spot.

Flappers, sleek-head shieks, raccoon coats abound and there's a banjo-plucking jingle to put fun in the Ry-Krisp story.

Alex Anderson of Guild, Bascom & Bonfigli designed it, with Gus Jekle producing at his new Filmfare studios in


Could it be your carburetor?
Atlantic Imperial cleans the carburetor as you drive.
Use Atlantic Imperial gasoline.

Atlantic

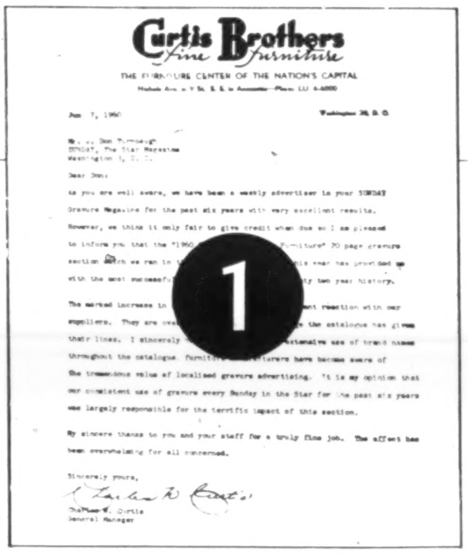
THREE MORE from our voluminous file of
testimonials showing how the pulling power of

The Washington Star's

LOCALLY EDITED

Sunday Gravure Magazine

Amazes Advertisers



Curtis Brothers
Fine Furniture
THE FURNITURE CENTER OF THE NATION'S CAPITAL

June 7, 1960 Washington 20, D. C.

Mr. [illegible] Don Turnbaugh
SUNDAY, The Star Magazine
Washington [illegible], D. C.

Dear Don:

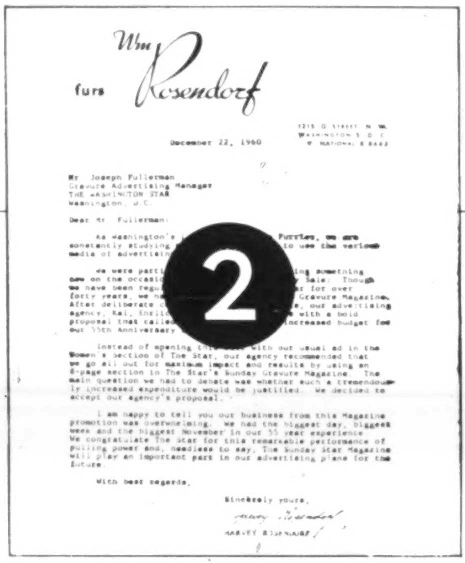
As you are well aware, we have been a weekly advertiser in your SUNDAY Gravure Magazine for the past six years with very excellent results. However, we think it only fair to give credit when due so I am pleased to inform you that the "1960 [illegible] Furniture" 20 page gravure section which we ran in [illegible] this year has provided us with the most successful [illegible] ty two year history.

The marked increase in [illegible] nt reaction with our suppliers. They are ove[illegible] e the catalogue has given their lines. I sincerely [illegible] extensive use of brand names throughout the catalogue. Furniture [illegible] facturers have become aware of the tremendous value of localized gravure advertising. It is my opinion that our consistent use of gravure every Sunday in the Star for the past six years was largely responsible for the terrific impact of this section.

My sincere thanks to you and your staff for a truly fine job. The effect has been overwhelming for all concerned.

Sincerely yours,

Charles W. Curtis
General Manager



Wm Rosendorf
furs

1215 G STREET N. W.
WASHINGTON 5 D. C.
NATIONAL 8 8463

December 22, 1960

Mr. Joseph Fullerman
Gravure Advertising Manager
THE WASHINGTON STAR
Washington, D.C.

Dear Mr. Fullerman:

As Washington's [illegible] Furriers, we are constantly studying [illegible] to use the various media of advertisin[illegible]

We were parti[illegible] ing something new on the occasio[illegible] y Sale. Though we have been regu[illegible] r for over forty years, we ha[illegible] Gravure Magazine. After deliberate c[illegible] e, our advertising agency, Kal, Ehrlic[illegible] with a bold proposal that calle[illegible] increased budget for our 55th Anniversary [illegible]

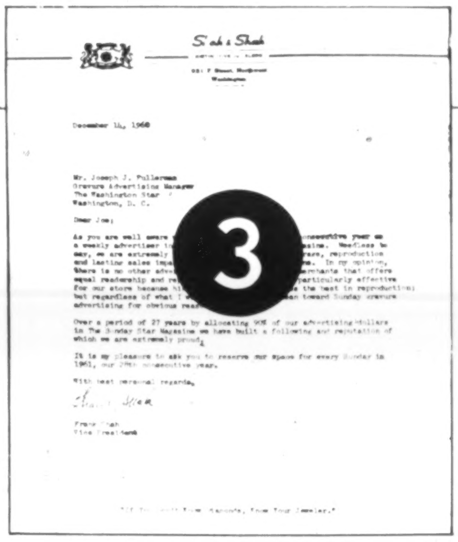
Instead of opening thi[illegible] with our usual ad in the Women's Section of The Star, our agency recommended that we go all out for maximum impact and results by using an 8-page section in The Star's Sunday Gravure Magazine. The main question we had to debate was whether such a tremendously increased expenditure would be justified. We decided to accept our agency's proposal.

I am happy to tell you our business from this Magazine promotion was overwhelming. We had the biggest day, biggest week and the biggest November in our 55 year experience. We congratulate The Star for this remarkable performance of pulling power and, needless to say, The Sunday Star Magazine will play an important part in our advertising plans for the future.

With best regards,

Sincerely yours,

HARVEY ROSENDORF



Shah & Shah

December 14, 1960

Mr. Joseph J. Fullerman
Gravure Advertising Manager
The Washington Star
Washington, D. C.

Dear Joe:

As you are well aware [illegible] consecutive year as a weekly advertiser in [illegible] azine. Needless to say, we are extremely [illegible] rage, reproduction and lasting sales impa[illegible] re. In my opinion, there is no other adve[illegible] merchants that offers equal readership and re[illegible] particularly effective for our store because hi[illegible] s the best in reproduction; but regardless of what I [illegible] en toward Sunday gravure advertising for obvious reas[illegible]

Over a period of 27 years by allocating 90% of our advertising dollars in The Sunday Star Magazine we have built a following and reputation of which we are extremely proud.

It is my pleasure to ask you to reserve our space for every Sunday in 1961, our 28th consecutive year.

With best personal regards,

Frank Shah
Vice President

"If You Want Your Diamonds, From Your Jeweler."

❶ "Our 20-page 1960 Catalogue of Fine Furniture which we ran in your Sunday Gravure Magazine has provided us with the most successful sales promotion in our 22 year history."

❷ "I am happy to tell you that our fur business from our 8-page section in your Sunday Gravure Magazine was overwhelming. It brought us the biggest day, biggest week and biggest November in our 55 year experience."

❸ "It is my pleasure to ask you to reserve our space every Sunday in 1961, our 28th consecutive year."

The Washington Star

EVENING AND SUNDAY ☆ WASHINGTON, D.C.

Member of **MILLION MARKET NEWSPAPERS, INC.**
New York: 529 Fifth Avenue • Chicago: 333 N. Michigan Boulevard • Detroit: New Center Building
Los Angeles: 3540 Wilshire Boulevard • San Francisco: 111 Sutter Street
Special Florida Representatives: McAskill, Herman & Daley, Inc., Roosevelt Bldg., 4014 Chase Avenue, Miami Beach, Florida

Puss 'n Boots

Hollywood. It's the cat's meow . . .

And, Speaking of Cats:

We've done quite a few pet food commercials in our day. We've worked with Rhubarb, the Hollywood cat, and others (like Satan, the black panther).

But we've never seen anyone get the camera behavior out of cats that comes up in a new series of Puss 'n Boots commercials. You might call it a Strassberg "naturalistic" style of acting, but these cats do things I've never seen in the Hollywood variety.

There's a bit with a butterfly, a fetching moment as another stretches and rubs against the lady's leg, another straightens a picture on the wall—and a human gesture as another lets up the window shade. Things you think your cat—or wish your cat—could do.

Secret of this new technique in animal training (all shot in *one* take, they assure me) is a man named Keller Breland of "Animal Behavior Enterprises," down in Arkansas. He's the one who trained the jumping whale at Marineland in California, incidentally. And he's terrific.

Sam Carter wrote for Lynn Baker, agency on Puss 'n Boots, with production supervised by David Savage. Allen Stanley directed for Dolphin, New York.

Incidentally, a very good job of selling cat food, too.

Another Gasser, Man

Another gasoline commercial that catches my eye this month is a new videotaper for Atlantic. It's a little change-of-pace commercial that will get word-of-mouth comment.

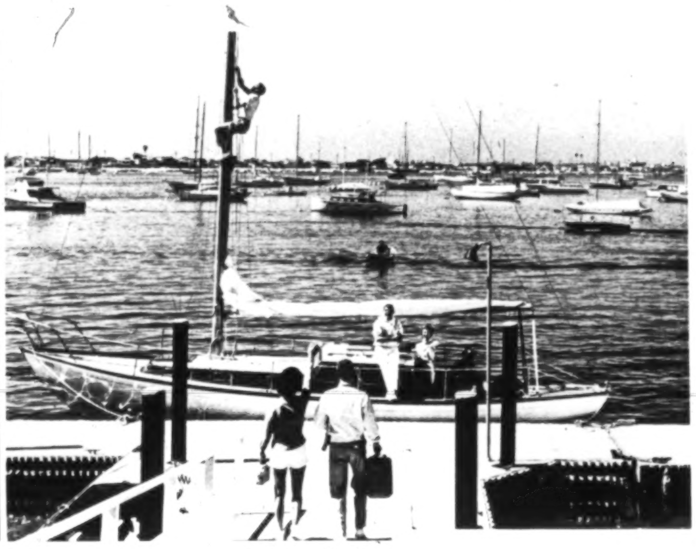
Scene is an Italian restaurant, two Latins talking volubly in that language. Underneath, a la foreign language movies, American subtitles translate the message. (See the photos and you'll get the idea . . .)

This may never replace the early Gina Lollabrigida late, late show, but it's fun while it lasts. And gets its point across in a fresh way.

Scripting by N. W. Ayer & Son, videotaping by CBS Television Production Sales.

La Rosa

Yuban



Stroh

Kid 'Participation'

La Rosa spaghetti has a new commercial in New York I like. I think it does a fine job with a jingle in which kids can "participate." In other words, there are motions, things to do, routines which the youngster watching can perform himself. That's a fine thing to have, too. Kids love it.

"Twirl up some energy" is the basic theme. It executes wonderfully in jingle, picture . . . and that "participation." Hicks & Greist is the agency.

Yuban: Appetite Appeal

If you want to see how appetizing food can be in good old b&w television, take a look at Yuban coffee's new commercial.

It opens with a bottle of champagne (aged). It pops, steams and pours forth its bubbles. Then a shot of rare cheese (aged) being sliced. Then a mouth-watering closeup of a beauty of a steak (aged) as the knife cuts in.

The sound track whets up a bit of appetite, too: Rich "closeup" sound effects, tasteful music scoring and some mouth-watering words by Bob Gross of Benton & Bowles.

TV Graphics produced. Even the camera was hungry.

Stroh's Beer, Too

Also on the zesty side is a Stroh's beer commercial which whets its appetite by good staging of the time and place for a beer.

We've seen a lot of boating scenes in beer commercials in our day, but none quite captures the mood like this. It all builds up to a great camera shot, from high on the mast, down, as they toss up a frosty can to the man above.

Good, fluid staging by Bob Larsen from a script by Zimmer, Keller & Calvert, Detroit agency. The camera is by Jerry Fairbanks from the picture studio of the same name.

Reflections on Yuletide . . .

Christmas past was something to make me a stooge for Scrooge when I realized my misspent life in television was maybe coming to roost on my illiterate sons.

Steve, 6, opening a Christmas gift of "Mr. Machine": "Daddy, will you please read to me the *destructions* . . ."

Chris, 3½, learning his ABCs: "I know my *Alpha-Bits*."

Steve playing with neighbor, Eddie, 7, and his new bow-and-arrow: "Let's play Robin Hood." Eddie: "Naw, Stevie, let's play William *Mattel* . . ."

I give up! #

Tips for the Production Man . . .

Some New Items Worth Noting

By Kenneth B. Butler

If you're producing something for posterity and worry about the paper yellowing and disintegrating, there is a new paper, developed for longevity. A life of seven times most other book papers is claimed by the manufacturers, the Standard Paper Mfg. Co., Richmond, Va.

- The new paper is called Permalife. It is available in book, bristol and document grades. The paper was developed not only for books and documents, but should be ideal for insurance policies, legal, financial and other long-life forms. Considering the historic value of magazines, directories, annual reports and other publishing ventures including magazines, it would seem that cost and printing flexibility would be the main limiting factors.

W. J. Barrow, who developed the new paper, quotes a bulletin of the Library of Congress which reported that book papers of 1940-49 are already 36% deteriorated. This is a frightening thought, and while not all books are intended to be immortal, I think a look-see into this new paper would be advisable.

* * *

Fluorescent papers . . . that paper stock with the sock . . . is now available with Kleen-Stick pressure-sensitive adhesive-backed paper, according to an announcement of Kleen-Stik Products, 7300 W. Wilson Ave., Chicago 31. This opens up the penetrating attention value of fluorescent colors to the area of displays, window and show-case bulletins and designs. Displays are easy to put in place and they stay tight, and when they've served their purpose they can be quickly removed. Colors are orange-yellow, orange-red, pink, chartreuse, and green.

* * *

Forty one- and two-color layouts make up the second issue of "ready-to-go layouts" featured by Multi-Ad Services Inc., of 100 Walnut St., Peoria, Ill. It is a clip service of ready-made art, containing attractive and well-drawn art that can be adapted to promotion when time, money and layout skill are limited. The art is printed on Kromekote stock, for sharp reproduction. Clip, paste in the type, and the layout is ready for production. The service sells at $14.75.

* * *

Another new interesting source of stock photos: A/D Photos, 226 East South Temple, Salt Lake City 11. These photos sell from $7.50 up, depending on the use made of them. Their photo catalog #1 shows some sharp and expressive pictures, mostly of children and women. Quite a few of their photographs are sequence shots, providing two and three dimensions in expressiveness. Example: Little girl, dressed in mommy's togs, making with mommy's lorgnette. #

So few people buy our product.
Why is our sales manager so happy?

The product is a magazine.
Its circulation is 1/20th that of *Life*.
1/20th of *The Saturday Evening Post*.
1/7th that of *Time*.

Yet every year, this magazine ranks either *first* or *second* in advertising pages among all magazines checked by Publisher's Information Bureau. Way ahead of *every* magazine that counts its circulation in millions. And, in business and industrial advertising, the next magazine is *2,400 pages behind!*

A major reason for this success is the *quality* of its circulation. Not everyone can buy the magazine. Subscriptions are solicited only from *management men*. 13,133 subscription requests were rejected last year alone. No copies are sold on newsstands.

The name of the magazine? Clue: over 370,000 of America's decision-makers rely on its usefulness every business week.

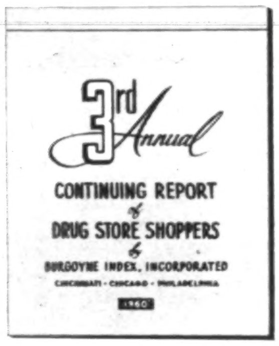
BUSINESS WEEK, A McGRAW-HILL MAGAZINE,
330 WEST 42ND STREET, NEW YORK 36, N. Y.

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

HOT FACTS on DRUG STORE SHOPPING HABITS!

Advertisers and agencies in the drug products field — lend us your ears! Burgoyne's Third Annual *Survey of Drug Store Shopping Habits* is now available for distribution.


3rd Annual
CONTINUING REPORT of DRUG STORE SHOPPERS
by BURGOYNE INDEX, INCORPORATED
CINCINNATI · CHICAGO · PHILADELPHIA
1960

If you received a copy of last year's Survey, you know how important and informative a document it is. This year's Survey is of even greater interest —especially to national drug product advertisers and their advertising agencies.

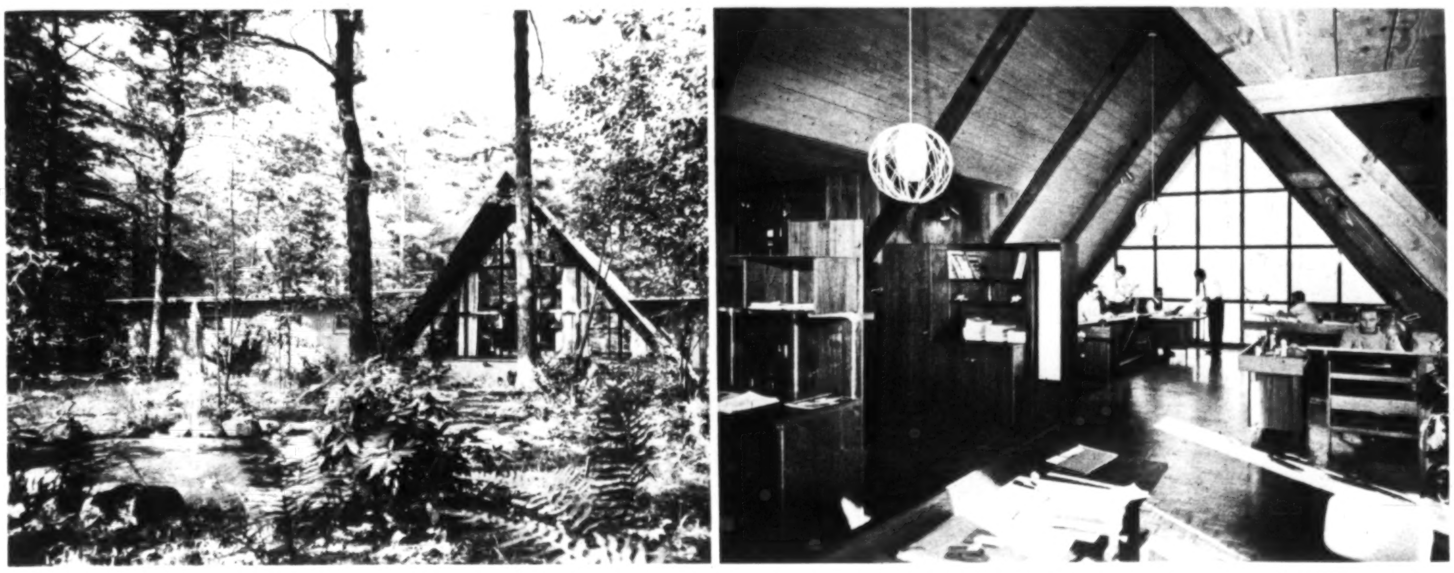
* * *

Why consumers prefer one store over another . . . what they don't like about stores in general . . . doctors' influence on shopper's selection of a store for filling a prescription . . . readership of drug store newspaper advertising . . . attitude toward self-service drug stores —these and many other considerations are covered in this Third Annual Survey of Drug Store Shopping Habits — prepared under the direction of Ben L. Schapker, our merchandising director.

* * *

Be sure you get a copy of this Survey. Mail a crisp one dollar bill to: Merchandising Director, Burgoyne Index, Inc., First National Bank Bldg., Cincinnati 2, Ohio. We'll ship your Survey postpaid — and promptly! ORDER NOW.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE Palmolive Bldg PHILADELPHIA OFFICE 1405 Locust St



TRIANGLE HEADQUARTERS—*Triangle Advertising has moved into these new quarters in a wooded area in North Abington, Mass., just south of Boston. Picture on right shows the art and production personnel working in the cathedral roofed studio.*

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	October			January-October		
	1959	1960	% Change	1959	1960	% Change
ABC	$12,537,020	$15,200,940	+21.2	$ 99,281,464	$127,922,350	+28.8
CBS	23,610,441	22,973,089*	— 2.7	218,961,251	227,319,114	+ 3.8
NBC	22,883,291	25,090,051*	+ 9.6	192,071,765	202,377,062	+ 5.4
Total	$59,030,752	$63,264,080	+ 7.2	$510,314,480	$557,618,526	+ 9.3

*NBC's gross time billing was ahead of CBS for the first time since October, 1953. CBS placed part of the blame for its drop on the late start of many of its shows during the 1960-'61 season; on the heavy amount of pre-emptions during the Presidential campaigns; and on NBC's temporary bulge in billings resulting from the World Series. NBC credited its gain, partially, to its rise in daytime ratings.

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,250,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,642,038	55,923,310
May	12,876,050	23,209,917	19,414,264	55,500,231
June	11,948,700	22,062,832	18,959,323	52,970,855
July	12,529,660	23,442,997	19,805,457	55,778,114
August	11,366,100	21,448,482	18,052,503	50,867,085
September†	11,875,080	21,103,437	18,436,653	51,415,170
October	15,200,940	22,973,089	25,090,051	63,264,000

†September, 1960, figures revised as of Jan. 5, 1961.

Parts of the Day

	October			January-October		
	1959	1960	% Change	1959	1960	% Change
Daytime	$18,914,305	$21,634,585	+14.4	$166,735,280	$169,260,694	+ 1.5
Mon.-Fri.	15,303,399	16,767,227	+ 9.6	142,073,383	139,724,652	— 1.7
Sat.-Sun.	3,610,906	4,867,358	+34.8	24,661,897	29,536,042	+19.8
Nighttime	40,116,447	41,629,495	+ 3.8	343,579,200	388,357,832	+13.0
Total	$59,030,752	$63,264,080	+ 7.2	$510,314,480	$557,618,526	+ 9.3

Data Processing to Publish Cross-Tabulations on Census

Cross-tabulations of the 1960 Census data, designed to more adequately fill the needs of marketing people, economists, and social scientists, will be released this year by the Data Processing Center, Detroit, division of S. J. Tesauro & Co. The tabulations will be in the form of two-parameter cross-tabulations of 41 characteristics for every county, metro area, state and for the U.S. as a whole. It will include data on sex, race, age, education, occupation, income of household, plus key characteristics defining the character, value and age of homes. In addition, a three-parameter table is also provided in which the factor of number of persons in household (three classes) is arrayed against the household income (seven classes) arrayed against the ownership of each of seven different types of consumer durable goods.

The complete set of volumes, containing more than 16,000 pages, will be priced at $3,000; state volumes cost from $60 to $508. Additional information may be obtained from Data Processing Center, 14501 W. McNichols Rd., Detroit.

Missouri Publishes 7th Edition of '100 Books on Advertising'

The seventh edition of "100 Books on Advertising" has been published by the University of Missouri. Compiled and annotated by Robert W. Haverfield, associate professor at the university's school of journalism, the volume offers a selected list of books on the principal fields of advertising and is designed for the student or the professional advertiser.

Included for the first time is a listing of the principal advertising organizations in America and their addresses, as well as the names and addresses of the publishers of the books in the current edition. Copies may be obtained from Dean of the School of Journalism, University of Missouri, Columbia, Mo.

Fried Joins Philip

Norman Fried, former partner of Hoffman-Fried & Co., Denver, has joined Jerome Philip Advertising, Denver, as an account supervisor. He brings with him several accounts, including Mill End Drapery Shops, Empire Fabrics, Bowers & Son-Dean Van Lines, Moore Mortuary, Reuler-Lewin & Co., Karman Inc., and Sand & Sage Mfg. Co.

FTC Cites 16 More in Ad Discrimination War on Toy Industry

WASHINGTON, Jan. 24—The Federal Trade Commission has broadened its cleanup of discriminatory advertising allowances in the toy industry to take in two more toy wholesaler groups, their 10 member companies and four toy makers.

Latest to be included in the FTC dragnet are Santa's Playthings Inc. and United Variety Wholesalers, two New York toy wholesaler associations charged with soliciting the payments. Complaints were also directed against 10 wholesalers who belong to the associations.

Manufacturers cited by FTC for making the discriminatory payments are Hubley Mfg. Co., Lancaster, Pa.; Milton Bradley Co., Springfield, Mass.; Hamilton Steel Products, Chicago; and Hassenfeld Bros., Central Falls, R.I.

■ The commission's action is aimed at stopping individual toy wholesalers from soliciting the discriminatory ad allowances through association-published catalogs. FTC contends that even though the payments are made to the associations, they are actually for the benefit of the individual members.

So far the commission has issued complaints against six toy wholesaling associations, more than 60 member-wholesalers, and 27 manufacturers.

FTC says the fact that some wholesalers don't have catalogs is no excuse for the manufacturers not to offer payments on the same terms as the ones that do put out catalogs. If some of the wholesalers don't have the money to publish fancy editions, they can at least put out "flyers," FTC says, if they want to receive their share of the advertising payments. #

Corsi Affiliates with Dennis, Parsons & Cook

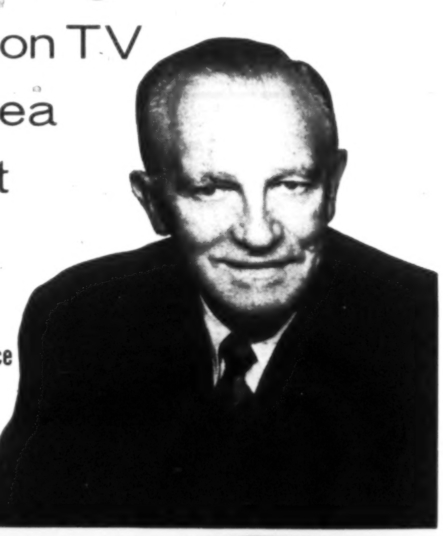
Charles Corsi Advertising, Daytona Beach, Fla., has affiliated with Dennis, Parsons & Cook, Jacksonville, to provide Daytona Beach clients with the various talents available at the latter agency. No change of Corsi personnel is contemplated.

McVicker Names Freedman

Don Robert Freedman, formerly ad manager of Bohn Duplicator Co., New York, has been named an account representative with McVicker & Higginbotham, New York, direct mail and sales promotion agency.

"America looks to the South for economic growth, and the Jackson TV market area leads that growth."

Past President,
U.S. Chamber of Commerce
BOYD CAMPBELL
Pres., Mississippi School Supply



WJTV Katz 12 WLBT Hollingbery 3

Serving the Jackson, Miss., Television Market

Tassette, Feminine Hygiene Item, Bows via $200,000 Drive

New York, Jan. 28—Tassette, a new product "challenging the entrenched positions of the sanitary napkin and the tampon types of female sanitary protection," will be introduced next week in metropolitan New York. A $200,000 campaign is scheduled, using newspapers, spot radio, outdoor and point of sale.

Manufactured by Tassette Inc., Stamford, Conn., the new device is a soft rubber cup worn internally. It sells for $2.50 and is guaranteed for two years. It has been test marketed since Dec. 1, 1959 (AA, Nov. 30, 1959), being sold at first at $4.95. It has been tested and researched since then in New England, Rochester, Harrisburg, Baltimore and Columbus. The company expects to achieve national distribution by fall.

Starting Feb. 6, about 35 newspapers in metropolitan New York will carry large-space Tassette ads over a 12-week period. "Saturation" spot radio campaigns are also scheduled on four stations: WNTA, Newark; WFYI, Garden City; WVIP, Mt. Kisco; and WVOX, New Rochelle.

■ This will be one of the few radio campaigns for women's sanitary aids, as most broadcasters shy away from such "unmentionable" products. The company, however, reports no difficulties in getting its commercials accepted.

An outdoor poster, 40 x 30' in Times Square, will also carry the Tassette message, and the company says that this is "the first space that has been made available for such products."

Over 1,500 stores in the area will carry the item. Registered nurses will give in-store information. A mailing of 26,000 personal letters will also go out to doctors and nurses in the area.

The newspaper ads are headlined: "New—Monthly Protection as Dainty as a Dew-Kissed Flower." The illustration is of a tulip and a drawstring sack used to package the product.

The copy begins: "A great improvement over previous methods of protection. Not a tampon! Not a monthly protection that gives you the peace of mind and blissful comfort that grandma and mother hoped they'd get—and didn't."

■ The radio commercial (in part):

Woman doctor: As a doctor, I recommend Tassette. As a woman, I rave about it. To me personally, Tassette is more than monthly protection. It's a blessing.

Weiss & Geller, New York, is the agency. #

Portland 'Reporter' to Go Daily in February

Portland, Ore., Jan. 25—The *Reporter*, which has been published as a weekly or semi-weekly by striking newspaper men here since last year, will begin daily publication the week of Feb. 5.

The newspaper was started last February during a strike of union editorial and production employes against Oregonian Publishing Co. and Journal Publishing Co., publishers of the city's other two dailies. During the walkout, the two struck dailies continued to publish with non-union crews.

Financing the *Reporter*, which will be published on a six-day-a-week schedule, are funds accumulated from a public stock issue offered last November at $10 par. Local unions and union members reportedly hold as much as 25% of the 125,000 share issue.

Publisher of the new daily is Robert D. Webb. #

Oklahoma Drops TV of Chicago Baseball; Hamm Signs Again

Chicago, Jan. 27—WGN-TV is looking for a co-sponsor for its tv broadcasts of Cubs and White Sox baseball games.

Theo. Hamm Brewing Co. signed this week for co-sponsorship for 1961 and 1962, its ninth and tenth seasons with the broadcasts. But Oklahoma Oil Co. decided to drop its half of the package after six years.

The baseball broadcasts are given a good share of the credit for Oklahoma's sales rise in recent years, but Walter Kadi, ad manager, said the company wanted more flexibility in summer months.

"With the major share of our budget going for the ball games, we were locked in for six months out of the year," he said. He added that the company will probably use spot tv and newspapers this summer, in addition to its regular spot radio schedule. Oklahoma is a division of Humble Oil & Refining Co.

■ The higher cost for the games was also a factor. WGN-TV reportedly is charging about $900,000 for half sponsorship, compared with about $750,000 last season. The schedule calls for 77 Cub games and 43 daytime White Sox games, all in color, plus 15 or more night games. #

Detroit Dailies Give Local Rate to Auto Dealers

(Continued from Page 1)

controlled or cooperative advertising.

Seattle newspapers made a similar move last fall (AA, Oct. 31, '60), and local rates for auto dealers have been in effect in Washington, D. C., since 1957.

■ Elliott Shumaker, advertising manager of the *Free Press*, said the new local rate could go as low as 42¢ for one zone or 72¢ for all zones in daily editions. The *Free Press* national rate is $1.20 per line daily and $1.30 per line Sunday, effective March 1.

Among other newspapers owned by John Knight, publisher of the *Free Press*, only the *Akron Beacon-Journal* offers the local rate for auto dealers. Reached in Miami, Mr. Knight said he would make no policy on the matter for all his newspapers, leaving the decision to local managements.

■ Lawrence T. Martin, advertising director of the *News*, said auto dealers will pay about $1.06 per line on the local rate for the entire circulation, though a few might earn a larger discount. National rate for the *News* is $1.40 daily and $1.55 Sunday.

Most dealers contacted by AA were aware of the ad rate changes, although the newspapers have not carried their announcement beyond direct dealer contact.

■ None of the dealers indicated that they would revamp their ad plans in light of the new rate structure. Most said that they already enjoy the lower rates in the classified columns, and plan to spend the bulk of their budgets there. One dealer who has used tv heavily in past years said the new rate structure has not influenced his media buying.

One Detroit adman, close to the automotive scene, said the rate change would cause no immediate upheaval, and would call for some additional educational spade work on the part of the newspapers before a significant shift could be expected. #

Last Minute News Flashes

P. O. Adopts New Second Class Rule

Washington, Jan. 27—The Post Office Department today adopted rules, effective immediately, barring second class postage rates to publications with less than 55% paid distribution. The standard will go to 65% Jan. 1, 1962. A 70% level had been proposed in tentative rules circulated last year.

Minor Joins Fedderson Productions

Detroit, Jan. 27—Jack Minor, deposed marketing director of the Plymouth-De Soto-Valiant division of Chrysler Corp., has been named vp of sales and development of his brother-in-law's tv production company, Don Fedderson Productions, Los Angeles. Mr. Minor was with Grant Advertising before joining Chrysler, and at that time Fedderson packaged several tv shows for the company, including the original "Lawrence Welk Show" still being used by Dodge. Mr. Fedderson last summer said he had no business dealings with Mr. Minor after the latter joined Chrysler. Mr. Minor is currently suing Chrysler Corp., seeking profit-sharing funds and alleging damage to his reputation *(see story on Page 8)*.

Day Sees 'Realistic' P. O. Budget; Other Late News

• **Postmaster General J. Edward Day** told National Business Publications' Silver Quill awards dinner Friday (Jan. 27) that he expects to create a "realistic budget based on services of the department which are comparable to those in private business," as against those which are of a "unique public character." His comments followed by less than 24 hours the release of a letter by Sen. Olin Johnston, head of the Senate post office committee, calling on the administration to identify and eliminate public service costs from the Post Office budget before coming to Congress with rate increase proposals *(see story on Page 12)*. NBP's Silver Quill was awarded at the dinner to Adm, Arleigh A. Burke (AA, Sept. 26).

• **Gillette Laboratories**, Chicago, a division of Gillette Co., has begun test marketing Duramed 12, a decongestant tablet, with half-page ads in the *Rochester Times-Union* and newspapers in several other markets. North Advertising is the agency.

• **Saab Motors**, U. S. distributor of the Swedish Saab auto, has switched its account from Gotham-Vladimir to Kleppner Co., New York. Billings were estimated at about $250,000.

• **Anestomist**, an antibiotic throat spray in an aerosol container, is currently being tested by Bristol-Myers Co. via newspaper ads in limited markets. The throat spray sells for $1.50 and features a "revolutionary" push-button package. Ogilvy, Benson & Mather is the agency.

• **Forecast for Home Economics**, New York, has named Joseph C. Beckmann advertising manager, replacing Theodore C. Standish, who has resigned. Succeeding Mr. Beckmann as western ad manager in Chicago is Jerry Holtman, formerly with Eschen Co., Los Angeles.

• **Paul Bradley**, vp in charge of Kenyon & Eckhardt's merchandising department, will open his own pr and sales development company, Bradley & Associates, March 1. It will be headquartered in New York, with offices in Dallas, Los Angeles and London. His successor has not been named. K&E's merchandising department is being reorganized into a number of marketing services groups, corresponding to the group system set up last summer in the creative departments.

• **Boyle & Co.**, Bell Gardens, Cal., pharmaceuticals marketer, has named Gumpertz, Bentley & Dolan, Los Angeles, to handle its account, expected to bill more than $100,000 in 1961. Anderson-McConnell Advertising Agency, Hollywood, resigned it last year because of insufficient activity.

• **Leeds & Northrup Co.**, Philadelphia, will place its ads direct following the abrupt resignation of the account by Harris D. McKinney Inc. The agency placed about $125,000 to $150,000 in billing each of the five years it served the company, whose own ad department, however, prepared all ads. McKinney credited the commissions against its pr services. Leeds said it was negotiating with several New York and Philadelphia pr companies to extend its pr coverage and insisted its relationship with McKinney was not ended since no other agency has been named.

• **Cohen & Aleshire**, New York, has added Zemacol medicated skin lotion to the Norwich Pharmacal Co. account. A national campaign for the new product breaks in Sunday supplements starting in April.

• **Eugene Cogan** has been transferred from his post as vp and treasurer of McCann-Marschalk Co., New York, to a new one—vp and media director in the agency's Atlanta office. The agency also has named Janet Stemmings, formerly with the parent company, Interpublic, to the new post of administrative manager in New York.

• **Lester A. Friedman**, who is resigning as vp and copy director of Wyman Co., San Francisco, will open his own offices as merchandising, advertising and sales promotion counselor at 444 Peninsular Ave., San Mateo. Both moves are effective Feb. 1.

• **John W. Herdegen**, formerly vp and copy group supervisor at Lennen & Newell, has joined the creative department of Geyer, Morey, Madden & Ballard, New York.

• **Card Ward**, affiliate relations vp of CBS-TV, said at AA press time that the network expects to have a sufficient lineup of stations to start its new weekday morning minute rotation plan as scheduled Feb. 13, despite cries of rate cutting and spot encroachment from stations and representatives. A check of reps indicated that a number of major stations, including such group operators as Storer, Meredith, Taft, Time Inc., Cowles, Oklahoma Publishing and Corinthian, reportedly are opposed to the new sales plan. CBS said some stations which said no at first later switched to yes, and that there were queries from several non-CBS stations which would like to carry the shows. Stations will get about nine minutes to sell during the two hours, plus any sustaining minutes.

• **CBS and ABC** are swapping their television affiliates in Milwaukee, effective in early April. WITI-TV, a Storer station, will move from CBS-TV to ABC-TV, and at the same time, WISN-TV, a Hearst station, will leave ABC-TV to join CBS-TV. Roger W. LeGrand earlier this week was named manager of WITI-TV *(see story on Page 56)*.

Post Office Maps Tighter Rules for Ad Contests

(Continued from Page 1)

have been getting bigger and more numerous than in the past, to the point where the department has begun to feel its old rulings are inadequate (AA, Sept. 19).

■ In the course of the survey, Post Office experts sought to learn whether such factors as "neatness" or "originality," which are frequently used as standards in judging jingle or naming contests, are sufficiently specific so that "chance" is eliminated from contests which involve huge numbers of entries.

■ The announcement noted that the department has long accepted arrangements involving reasonable facsimiles of coupons or entry blanks appearing in newspapers. "Giving consideration to the general availability of newspapers in the community, making them more accessible, for example, than products displayed on the shelves of stores, the department has accepted the newspaper facsimile provision as an avoidance of the consideration element in a lottery.

"However, in many instances, the nature of the item to be copied, and of the contest itself, is such as to discourage any 'free' participation, but rather leads the contestant to purchase the newspaper in order to use the entry materials found herein."

■ Under the proposals, a contest sponsored by a periodical which contestants buy runs into the "consideration" problem if there is a requirement to submit coupons or material from the periodical, or a copy of such matter unless (1) the contest is limited to people who subscribed before the contest was announced; or (2) there are no other special circumstances, eliminating any invitation or incentive to purchase the publication in order to compete.

■ Where a boxtop or other facsimile is permitted, "consideration" will still arise "unless the thing to be copied is fully reproduced in the publication announcing the contest" and is limited "to a word or few words the copying of which involves no art work or other difficult process likely to have the effect of discouraging free participation." Moreover, the proposal says, rules for the contest must be sent out in the same announcement.

"Consideration" problems also arise, the proposal said, in contests where participation is free, but where extra prizes are awarded on the basis of proof of purchase, such as box tops, labels or coupons.

■ Turning to "chance," the proposal says this factor arises in any situation where winning depends wholly or partly on something other than skill. "Chance may occur, for example, because of the application of undisclosed rules or standards of judging, the arbitrary selection of a winner without regard for the rules, the failure of the rules to fully and accurately describe the standards to be employed in judging the contest or because the nature of the entry is such as to provide no genuine basis from which to make a selection according to comparative merit or skill."

The Post Office says comments should be submitted to assistant general counsel, fraud and mailability division, Post Office Department, Washington 25, by March 1. #

Hazards of TV Tape Production Cited as CBS-TV Drops Commercial Unit

(Continued from Page 3)

about $150,000 on a 1958-59 try with tape. These withdrawals occasioned no great surprise in the trade.

But the CBS decision is an altogether different matter. Here is the case of the company with the live tv know-how so applicable to tape, the well-trained technicians and with most of the business (an estimated 45% in New York), voluntarily pulling out.

Why? You'll get a variety of answers, depending on whom you ask:

• "Why should the Ford Motor Co. make bicycles with a small division that is not particularly profitable and that is taking up too much space and too much manpower?" asked one of the major tape producers. "They ran into the situation where the tape operation had grown until (James) Aubrey (president of CBS-TV) would call for studio so-and-so for a show, only to find that it was being used to shoot a commercial for Mother's Oats."

As this observer explained it, while there was enough business to keep some of the favored studios and crews away from network programming from time to time when studios were shared by programming and tape, there wasn't enough business to keep several studios going full speed when they were assigned strictly to tape.

• "They weren't making money on it. We're not soliciting that kind of business ourselves, just handling it as a service to our advertisers," commented an ABC official. "There are many variables in the infancy of an art. Tape is magic when it's used for the things it's suited for, believe me. There's nothing like it, and we're very bullish about it. But to get end results that are satisfactory, it sometimes requires many, many retakes."

He had no answers when asked if the No. 1 company in the business couldn't make money on tape production facilities, who could.

• "CBS was showing a paper profit, but not a profit in the overall tape operation," said a tape expert at one of the most tape-minded ad agencies. So the network decided to lop off some studios and crews in New York and concentrate on its major concern, network programming.

• Another agency observer thought CBS got out of the business of handling tape commercials, tape programs such as NTA's "Open End," "Mike Wallace Interview" and Robert Saudek's productions, and other taped telecasts for outsiders, because its tape unit had become "too successful." The suggestion here was that this booming unit could become embarrassing to the parent company if the Film Producers Assn. of New York or others pushed anti-trust complaints against the networks as "unfair competitors."

• "When CBS set up this unit they told us to sell and sell," said one of the 20 to 25 members of the unit who were let go by the network. "But when we did they said we were selling the studios and the best crews out from under the network program group." Some of the men who had worked hard to put CBS-TV Production Sales in the lead in its field were embittered over the fact that the network was trying to plant the impression they had been involved in an "unprofitable" operation.

■ CBS' answer to why, which came from Edward L. Saxe, vp in charge of operations, was that the company no longer needed an aggressive sales organization to sell its tape facilities because there is no longer that much to be sold.

"We have sold facilities available to CBS-TV primarily in New York and to a lesser extent on the West Coast," Mr. Saxe told AA. These facilities are now significantly less in number, with about two studios already closed and a third to be closed due to a "drop off in basic live tv requirements." Having fewer studios to sell, there is no need for the aggressive sales organization as it existed in the past, he continued.

■ The sales organization has been abolished, but not the functions of the unit, Mr. Saxe continued. The function of providing tape facilities to those who ask for them will continue on a minimal basis to the extent that space is available in New York and on the West Coast.

Mr. Saxe's version of how many people were fired when the tape unit closed shop differed sharply from reports from other sources. Mr. Saxe said 19 to 20 of the 26 people who had worked for the tape organization could have other jobs within the CBS family if they wanted to stay.

■ Advertisers displaced by the CBS cutback will have a choice of taking their business to NTA Telestudios or Videotape Productions of New York, said to be tied for second place in the field, or to NBC's Telesales or General Television Network. Reeves Soundcraft Corp. also is said to be expanding its tv tape services.

As to the answer to the question—Who can make money on taping?—NTA Telestudios, which thinks it is clearly No. 2 behind CBS, answered with a loud and clear, "We can." This company, which pioneered the new Inter-Sync one camera technique, keeps two studios busy with commercial assignments. It started taping the "Mike Wallace Interview" as a favor to the parent company, National Telefilm Associates, a few weeks ago.

Videotape Productions of New York, partly owned by Ampex and Minnesota Mining & Mfg. Co., reports it showed a profit during the fourth quarter of 1960, while NBC says that NBC Telesales operates in the black.

The salesmen, directors, producers, business managers, etc., who were lopped off the CBS payroll when CBS-TV Production Sales closed up shop, hope to sell themselves as a unit to another producer. Among the companies they were reportedly talking to was ABC Television. But the men also have been negotiating individually with prospective employers and at least one of them will join Videotape Productions. #

Twedt Elected Club Head

Dik Warren Twedt, president of Faison & Twedt, Chicago, marketing and psychological research company, has been elected 1st vp of the new division of consumer psychology of the American Psychological Assn. Other new officers include Dr. Clark Leavitt, creative research supervisor of Leo Burnett Co., Chicago, president-elect, and Dr. Gove P. Laybourn Jr., research director of General Mills, Minneapolis, secretary-treasurer.

'Forbes' Boosts Murray

Forbes, New York, has promoted Ray Murray from eastern ad manager to national ad manager, a new title. *Forbes* has moved its Chicago office to larger quarters at 1829 Tribune Sq.

WINNER—*John Veckly, director of advertising, U.S. Steel Corp., holds the bronze plaque presented to him as "Industrial Adman of the Year" for 1960 by Industrial Marketing's "Copy Chasers," anonymous critics who write a column in the magazine (AA, Jan. 9).*

Ruppert Clears Finance Hurdles; Ready for Action

(Continued from Page 2)

ad manager, "The '61 budget has been committed in the form of spot tv, radio, outdoor and newspapers."

He added that the New England ads would emphasize the "first in sales" theme in that area. General theme for the ads would be a revival of the "Satisfy your beer thirst better" line used when Warwick & Legler (Ruppert's agency since the beginning of this year) handled the brewery's business a couple of years ago.

■ This week John J. Waldron, exec vp, dispatched a letter to New York beer retailers to remind them that the company was still very much in business. His letter read in part: "For 93 years the great Knickerbocker label has been delivered to retailers in New York and other great cities in the Northeast; and we are planning ahead for the next 93 years."

■ This is not the first crisis for Jacob Ruppert, maker of Knickerbocker beer. Since 1953, when Ruppert production hit a record 2,005,000 bbls., its sales have declined. In 1954 its barrelage trailed off to 1,769,000. Both 1955 and 1956 saw the decline continue, dipping to 1,539,000 bbls. By 1959, output was down to 1,430,000 bbls.

Concurrent with the decline, Ruppert has been involved in a series of negotiations for the sale and/or dissolution of the brewery.

One of the first negotiators was Anheuser-Busch, St. Louis, which began talks with Ruppert in June, 1957. But Ruppert called off the talks a month later. "Apparently," Ruppert attorneys reported, "there was no complete meeting of minds between Anheuser-Busch and the certain stockholders of Jacob Ruppert willing to sell Ruppert stock."

Again last year, Ruppert reportedly was in negotiation with the Narragansett Brewing Co., but the Haffenreffers apparently dropped the deal.

■ Latest development in the attempt to solve the brewery's difficulties has been the option granted to the Kratter Corp., recent buyer of Brooklyn's famed Ebbets Field, onetime home of the Dodgers.

Kratter offered the Knickerbocker label to the F. & M. Schaefer Brewing Co. Schaefer declined to comment, but was said to have seriously considered taking over the Knickerbocker label to build its own draft beer sales.

The attempts to settle the future of the brewery has brought about several realignments among top executives, besides producing agency changes.

■ Last November, Ruppert geared its whole operation specifically to the New England market, where it leads the field by about 100,000 bbls. Walter S. Driskill, vp of marketing, left the company, and Louis A. De Cesare, formerly general sales manager for the New England territory, moved up.

Ruppert claims 20% of the Massachusetts market. Half of that is chalked up in the Boston metropolitan area. Last year Ruppert sold 500,000 bbls. in the Bay State area while Narragansett sold 320,000 bbls. and Carling 230,000 bbls. Budweiser and Ballantine sold about 220,000 bbls. each in Massachusetts.

Ruppert negotiated for several years to acquire various plants in New England and shift its brewing operation from New York, where it has been an expensive operation.

The New York site is a valuable property, Ruppert officials say, but it probably is at least as valuable purely as a piece of real estate. It was this consideration which made it attractive to the Kratter Corp.

■ Once before, Ruppert emerged from a tight corner, though of a different kind. Back in 1949, Ruppert had a deficit of $1,662,465. Its barrelage that year was 1,078,884.

The brewery brought in Herman Katz as vp and sales manager, and after five hectic years Ruppert was out of the red. Ruppert moved up from 11th to 9th place among the nation's brewers, and in the record year of 1953 made a net profit of $831,449.

Mr. Katz reportedly drew no salary, but got brokerage fees ranging to $280,000 in 1953. Mr. Katz said at the time: "We realized we couldn't match dollars with some of our competitors. What we lacked in advertising budget we had to make up with just brain power, hard work and enthusiasm."

First step in the revival was changing the formula of the beer. "It was agreed that the new beer should have a new brand name," Mr. Katz reported. The name Knickerbocker won by a landslide. Working with the Biow Co. agency, Ruppert decided to feature the flavor of Knickerbocker as "extra light" and "frosty dry."

■ Five years later Mr. Katz left for an "extended European trip," apparently because of a serious heart condition, and Thomas R. Santacroce, vp and merchandising director of Biow, came in on "lend-lease." The lend-lease arrangement lasted three or four months until Mr. Santacroce's official appointment in January, 1955.

Mr. Katz's resignation was generally considered to have followed a factional dispute that had disrupted management.

The agency situation, meanwhile, was fluid. Lennen & Newell handled advertising for a number of years until 1948, yielding to the Biow Co. In 1956 Ruppert's account was either resigned or lost after John Toigo, then Biow's exec vp, landed the Schlitz beer business for Biow.

Biow later resigned Schlitz, following a conflict between Milton Biow and Mr. Toigo. Schlitz was then picked up by J. Walter Thompson Co.

Biow then re-entered the bidding for Ruppert, but the brewery moved to Warwick & Legler, after apparently giving the account to Compton and then changing its mind over a weekend.

■ Ruppert did not long remain with Warwick. In a few months it switched to Compton, apparently at the insistence of Murray Vernon, Ruppert's chairman and principal stockholder. At the time the account was billing around $3,000,000.

The account moved again on Jan. 1, 1960, when Ruppert named Norman, Craig & Kummel. The switch was made primarily because of a difference of opinion between the brewer and Compton on the creative approach for the 1960 campaign (AA, Oct. 12, '59). The budget was then estimated at $4,000,000.

This month, the business moved again, this time back to Warwick & Legler. The change was in line with Ruppert's heavier concentration of effort in New England states plus the fact that W&L was regarded as "strong in handling Knickerbocker in this area."

Soon after the switch, Walter S. Driskill, vp of marketing, left the company.

At Warwick, Ruppert abandoned its nine-year emphasis on "Knickerbocker" and shifted back to "Ruppert." New theme for the ad campaign was "Ruppert people have a thirst for living." The drive was designed to "hold and enlarge Ruppert's sales position in the New England market, and to trade up its sales status in metropolitan New York and northern New Jersey." #

Stations Will Vie for Trips Abroad in Promotion Contest for Radio Free Europe

NEW YORK, Jan. 25—The two radio and two tv stations providing the greatest support to the 1961 campaign of broadcasters for Radio Free Europe will be awarded European vacations next fall, according to Donald H. McGannon, president of Westinghouse Broadcasting Co. and again chairman of the broadcasters committee.

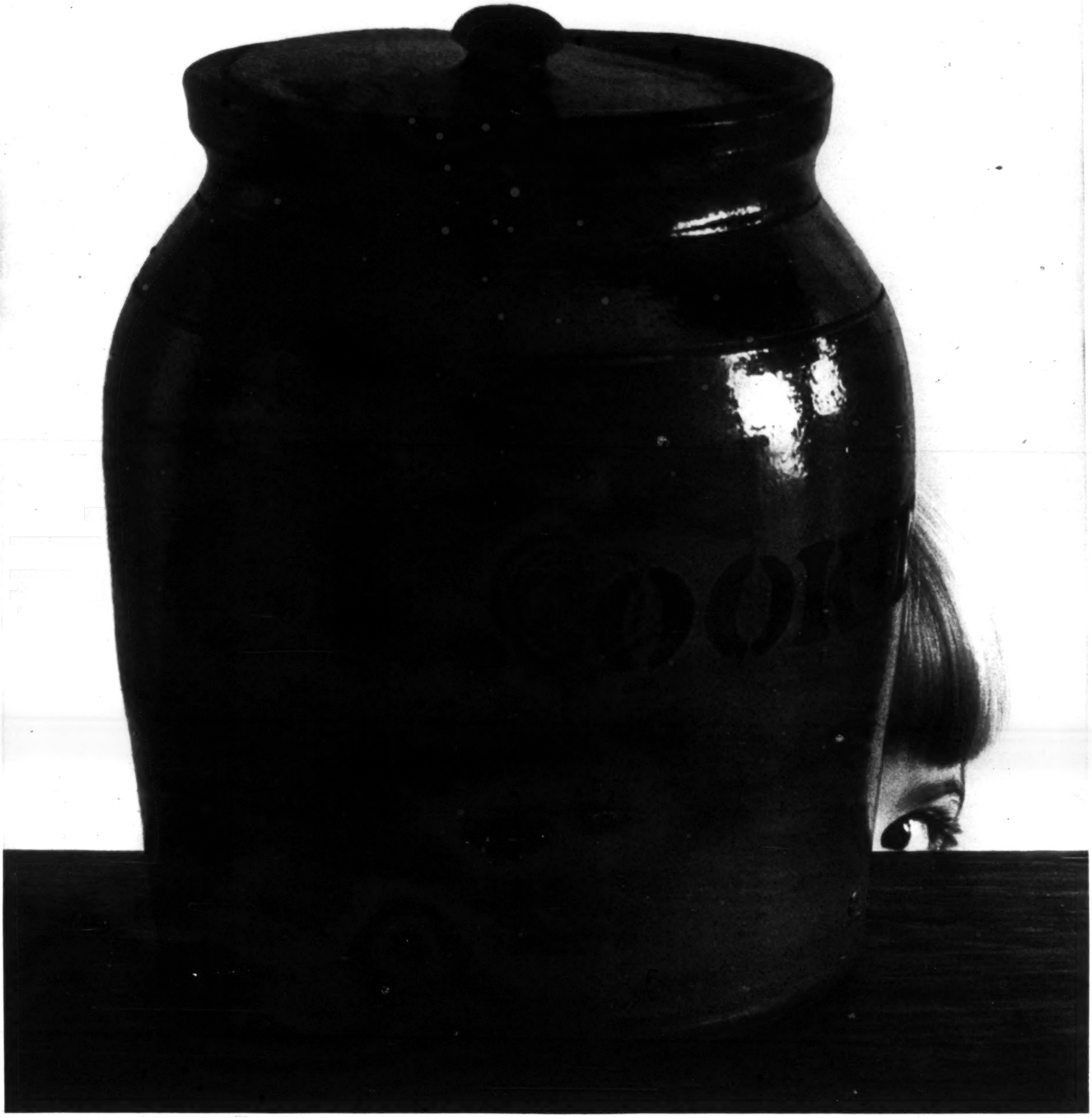
Winning stations (each of which will designate an individual who gets the trip) will be selected primarily for their on-the-air promotions and community activities during the Feb. 1-14 saturation period of the broadcasters' campaign. Highlight of the trips will be a tour through the Radio Free Europe center in Munich.

A. F. Rhoads, Radio Free Europe vp for field operations, will supervise the distribution of 5,000,000 contribution envelopes through stations' home deliveries and via inclusion in daily newspapers in some cities. Stations also have been provided with promotional material, including five filmed spots and five written announcements for tv, as well as 17 radio spots, ranging from 10 seconds to three minutes.

■ Mr. McGannon and campaign coordinator Henry M. Schachte, exec vp of Lever Bros., outlined the group's advertising plans, as developed by Ted Bates & Co., volunteer agency for the Advertising Council, which sponsors the campaign. #

Finance Dictionary Bows

Prentice-Hall, Englewood Cliffs, N. J., has published an "Encyclopedic Dictionary of Business Finance," a 712-page book that is a comprehensive business finance guide in a single volume. It consists of a complete dictionary of financial words and phrases and an encyclopedic section with entries ranging from a paragraph or two to several pages. The volume retails for $19.50.



What's in it for me?

People are born asking this question. They never stop.

Does your advertising provide an answer? If not, it doesn't matter very much how clever, entertaining, or "offbeat" you are. You have lost the battle.

Every product worth its elbowroom in the market place must promise the buyer something he wants.

Kenyon & Eckhardt's Book of Creative Standards puts it this way: "The first and most important step in advertising is *find the promise.* All good advertising when stripped to its essentials is simply a pledge to the consumer.

"The promise must come out of the product. It can be emotional or rational. It must either be unique in *what* it says, or in *how* it says it. The promise must be basic, and above all, simple."

As basic and as simple as the question, "What's in it for me?"

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

Interpublic Enters Japan, Establishes McC-E-Hakuhodo

(Continued from Page 1)

a number of shopping visits made to Japan by Mr. Grimes. He played a comparable role in McCann's acquisition of the Hansen-Rubensohn agency of Australia in 1959.

As in Australia, McCann held exploratory talks with a number of agencies in Tokyo before getting together with Hakuhodo. One of the agencies approached was Dentsu Advertising, which handles more than a quarter of the $400,000,000 worth of advertising done in Japan. However, there was no meeting of minds with Dentsu.

McCann's entry into Japan gives the agency a foothold in one of the world's most important markets. Only four countries—the U.S., Britain, Canada and West Germany—have a higher advertising volume than Japan.

■ By entering under the aegis of Hakuhodo, McCann is following the line of least resistance. Starting an agency from scratch in Tokyo would constitute a formidable task. The partnership with Hakuhodo gives McCann ready access to personnel and facilities. Hakuhodo has 1,000 employes in 14 offices. Founded 65 years ago, it is Japan's oldest agency.

The McCann-Hakuhodo partnership also raises the long-term possibility of a complete merger between the two shops. Under the present arrangement, McCann-Erickson-Hakuhodo will theoretically be competing for business in Japan with one of its parents, Hakuhodo Inc. It is comparable to McCann joining forces with a French agency to set up a new agency in New York.

In a statement prepared for release today, Hironubu Seki, president of Hakuhodo, said: "This joint venture represents the start of a new era in the Japanese advertising profession. We expect that it will make important contributions to the growth of both parent companies."

■ McCann will be sending personnel to Tokyo. The first to go will be Andre Newcorn, a European who has been stationed in New York and who has been taking lessons in Japanese. Another McCann staffer, James Waldron, from the Atlanta office, also will be going to Tokyo, but he will be working for Coca-Cola Co., which is expected to be one of the first clients of the new agency.

J. Walter Thompson Co., McCann's big rival on the international scene, already has an office in Japan—although it is not a very large operation. JWT entered Japan in 1956, when it bought out the Harry Lee agencies—Philippine Advertising Associates, in Manila, and Japan Advertising Associates in Tokyo.

■ In another action on the international front, McCann announced this week that Thomas Aitken Jr., regional manager for the southern portion of Latin America, has been reassigned to New York from Buenos Aires, where he has served for the past nine years. He will continue to hold responsibility for this area. Colin Allerton continues as manager in Buenos Aires. #

Ayer Is Lees Agency

In a story about James Lees & Sons shifting its carpet ad theme in a 1961 promotion (AA, Jan. 16), ADVERTISING AGE incorrectly said D'Arcy Advertising Co. was the agency. Actually, the Lees agency is N. W. Ayer & Son.

Sarmento
Seki
Harper

MCCANN TO JAPAN—*Hirochika Seki, executive director of Hakuhodo Inc., meets with his new partners, Armando Sarmento, president of McCann-Erickson Corp. (International), and Marion Harper Jr., president and chairman of Interpublic Inc.*

Coricidin, Novahistine Makers Duck Issue of 'Today's Health' Hitting Cold Remedies

CHICAGO, Jan. 25—Advertisers of cold remedies in *Today's Health* were given an opportunity to cancel their advertising in the January issue of the publication because of an unfavorable article on cold remedies.

Two companies—Schering Corp., Bloomfield, N.J., maker of Coricidin, and Pitman-Moore Co. division of Allied Labs. Inc., Indianapolis, manufacturer of Novahistine, took advantage of the offer and dropped their ads. Schering had planned to run a page ad; Pitman-Moore had scheduled a half-page insertion. Both will resume advertising in the magazine's February issue, according to American Medical Assn., publisher of *Today's Health*.

These were the only advertisers affected by the offer, AMA said. No other cold remedy ads were scheduled for the current issue of *Today's Health*, AMA added.

The controversial article was entitled, "Do Cold Cures Really Work?" and was written by Theodore Berland. The author builds a strong case against cold remedies and concludes that cold remedies do not cure colds.

■ In one paragraph, Mr. Berland writes: "No cold remedy can do anything more than provide temporary relief of certain cold symptoms. Many do not even relieve symptoms effectively. Hence, they do little more than subtract from your pocketbook and add to the feeling that you've done something. Furthermore, all cold remedies, when improperly used, can mask serious illness. Also, to relieve one symptom may cost you another discomfort or worsening of your illness."

AMA described the cancelation offer as "routine" and added that this was not the first time that advertisers have been allowed to drop ads. #

Lincoln Mercury Dealers Map Blitz on WJBK, Detroit

DETROIT, Jan. 24—The Lincoln-Mercury Dealers Assn. of Greater Detroit has launched a radio blitz advertising campaign, said to be the heaviest saturation program ever attempted on a local level, over WJBK.

At the end of the blitz on Feb. 5 the station will present a program in which John T. Dempsey, news director, will interview prominent auto pioneers and outline 1961 sales plans for Mercury and Comet.

The association, through Kenyon & Eckhardt, has purchased all available spot announcement and news program time not already tied up by regular clients. There was no pre-emption of time. The drive is taking all of the station's free time including 91 newscasts over the two-week period from Jan. 23 through Feb. 1, and an undetermined number of spot announcements.

■ The slogan of the auto-selling campaign for Comets and Mercurys is "Wheels Away on WJBK." The association, which has 21 dealer members, is supplementing the radio campaign with special one-half page newspaper ads in Detroit papers, plus direct mail efforts by individual dealers. WJBK's "traffic-copter," the helicopter which reports on the traffic situation, will be used in publicizing the two-week campaign as well. A parade, including 150 cars and brass bands, will be used halfway in the drive. #

Two Media for Drug Advertisers Postpone Debuts

NEW YORK, Jan. 24—Two new media for ethical drug advertisers have postponed their starting dates.

The Medical Radio System, a closed-circuit fm service for doctors' offices, was originally scheduled to begin last September. It was then pushed back to Jan. 1, 1961, and then to Feb. 1.

The word this week was that it had been delayed again but that Radio Corp. of America, which has taken over MRS from its subsidiary, National Broadcasting Co., still plans to launch the service in the near future.

■ *Medical News*, which was scheduled to be launched this month as an independent weekly newspaper for physicians, has postponed its starting date to March 10. It then plans to move into a weekly schedule on a gradual basis. A second issue will be published March 24 and a third on April 7. It then expects to become a weekly.

Medical News is the name of the newspaper formerly published biweekly under the sponsorship of Ciba Pharmaceutical Products. #

Batill Joins Alex T. Franz

William J. Batill has joined Alex T. Franz Inc., Chicago, as copy chief. Mr. Batill was formerly on the copy staff of Fulton, Morrissey Co. and creative director of Galen E. Broyles Advertising, Denver.

Eaton Denies Implied 'Dereliction' in FCC Order on His Stations

WASHINGTON, Jan. 24—Richard Eaton, owner of five radio and tv stations placed on short-term licenses by the Federal Communications Commission last month, has charged that the FCC order is "totally erroneous."

In a letter to the commission, Mr. Eaton said FCC's order of Dec. 14, 1960, implies that he admitted "dereliction in past management techniques" and promised "to avoid such derelictions in the future." FCC's action was taken with the understanding that he would "inaugurate reforms" and take "new steps" to more closely supervise his stations, Mr. Eaton said.

■ Mr. Eaton stressed, however, that he neither admitted nor promised to clean up any "derelictions," since he has always been personally responsible for hiring and firing, program content and general supervision of his stations. This position, he contended, was outlined in a letter sent to the commission in September.

Mr. Eaton said he wants to get the record straight so FCC will not expect any changes in his operations that he didn't promise when the five licenses come up for renewal in 1962. "Further, as a matter of fairness, the commission should review its action in the light of the correct facts," he said.

"No basic change in the manner of operation is or was proposed in the future and this letter is being written, among other reasons, so as to avoid any future misunderstanding as to any expectation by the commission that substantial changes will take place in my manner of operation," Mr. Eaton declared.

■ He said he has not recently "inaugurated individual program features at each of [my] stations," as the commission contended. "I have supervised and inaugurated program features ever since I first became connected with my first station," he said.

"It is not a new proposal that I will visit my stations regularly in the future so as to permit me to formulate policy and supervise their operations; I have always done so," he continued.

"It is clear that the additional controls which I have instituted do not constitute significant changes from past methods of operation, but merely reflect the added concern that licensees generally now have to avoid certain objectionable practices whose existence has only recently been disclosed."

■ In mid-January, the Washington adclub sponsored a testimonial luncheon for Mr. Eaton, one month after FCC had voted 4-3 to put five Eaton stations on short-term licenses (AA, Jan. 16). The five stations given 15-month licenses are: WANT, Richmond; WFAN (fm), Washington; WINX, Rockville, Md.; WSID, Baltimore; and WMUR-TV, Boston. #

French Retires at GM

Charles J. French, onetime advertising manager of Chevrolet, will retire Jan. 31 from General Motors Corp., where he is now in charge of factory-dealer relations for Chevrolet. Mr. French was ad manager of the division from 1946 to 1950, and public relations director from 1950 to 1956.

Reynolds Buys 'Gunslinger'

R. J. Reynolds Tobacco Co., Winston-Salem, N.C., will be a participating sponsor in "Gunslinger," the hour series of frontier-day dramas which will replace "The Witness" on CBS-TV Feb. 9, at 9 p.m., EST. William Esty Co. is the agency.

Two Canadian Oil Companies Shift Their Accounts

(Continued from Page 3)

an old friendship. It had used the agency from 1955 to 1957.

■ The North Star account is a prize for the newly-opened office here of Ogilvy, Benson & Mather, which took over the Shell account from J. Walter Thompson Co. Jan. 1.

While North Star has not been a heavy advertiser in the past, it is understood that the company soon will start campaigning with some force.

It is believed that the North Star account will bill about $200,000 this year.

■ Both Cities Service and North Star are planning aggressive marketing operations in the areas in which they operate, Cities Service in Ontario and Quebec and North Star in the prairie provinces.

North Star's president, A. Havelock, said: "One of the reasons for selecting Ogilvy, Benson & Mather was that we wanted to take advantage of the studies carried out and experience gained by the agency in working with Shell, with whom we are closely associated."

■ Cities Service's vp, J. T. McDowell, said: "We felt that our requirements at this time would be best met by a Canadian team of marketing specialists, such as we have found at Thornton Purkis."

Ogilvy, Benson & Mather will handle the North Star account out of its Toronto office. Guy Gislason will head the Thornton Purkis group for Cities Service.

SHELL LAUNCHES '61 AD PUSH IN CANADA

MONTREAL, Jan. 24—Shell Oil of Canada yesterday launched a huge advertising campaign in Canadian newspapers for its gasoline products.

In many Canadian areas, full page ads will run every week for the entire year. Planned schedules range from an annual total of 30,000 lines to 130,000 lines. As in the U.S., newspapers will be the only medium used by Shell this year in Canada.

The size of Shell's budget in the country could not be determined. Ogilvy, Benson & Mather Ltd. is the agency.

■ Shell's 1961 ad program in the U.S. started earlier this month. The oil giant announced last November that it would spend all of its $13,000,000 ad budget this year in newspapers exclusively. #

Jerrold TV Sales Rising

Lee Zemnick, manager of the community sales division (community tv antennas) of Jerrold Electronics Corp., Philadelphia, said sales for the fiscal year ending next Feb. 28 will exceed $3,000,000, a record high. He said sales of equipment and construction of the antenna systems are running about 50% above last year. He said that at present there are more than 800 community antenna systems in the U. S., bringing tv to some 700,000 fringe area homes.

Greene Joins Bruning Paint

Charles E. Greene, formerly with McCann-Erickson in New York, has been appointed advertising manager of Bruning Bros., paint manufacturer with plants in Baltimore and Boca Raton. He will direct the company's ad program from Baltimore.

H. F. McLaury, 70, Former Ad Head of Rail Group, Dies

WASHINGTON, Jan. 24—Herbert F. McLaury, 70, former advertising manager of the Assn. of American Railroads, died here yesterday after a long illness.

Mr. McLaury, who became the association's ad manager in 1925, retired two years ago. He spent 50 years in the railroad industry, starting in the passenger traffic department of the Chicago, Burlington & Quincy Railroad.

He was president of the Assn. of Railroad Advertising Managers in 1932-33.

FRANK H. DUNN

MONTREAL, Jan. 24—Frank H. Dunn, 71, former advertising manager of the *Montreal Star's* travel and tourist bureau here, died Jan. 22 following a lengthy illness.

Before joining the *Star* in the early '30s, he was in the ad department of Canadian Paper Co., Windsor Mills, Que. He travelled widely across Canada and the U.S. as a director of the Canadian Tourist Assn. and retired last Dec. 31 to become Canadian representative of Zeckendorf Hotels Corp. here, a position he held until the time of his death.

CHESTER A. PORTER

WASHINGTON, Jan. 24—Chester A. Porter, 76, retired Boston adman, died here last night of cancer.

Mr. Porter, who at one time operated his own agency in Boston, retired in 1950. His son, Frank C. Porter, is an assistant financial editor of the *Washington Post*.

EARNEST M. GRIMES

GRENADA, MISS., Jan. 25—Earnest Martin Grimes, 66, former publisher of the *Sentinel-Star*, died Jan. 19.

Mr. Grimes owned the newspaper from 1951 to 1955, when he became business manager of the *Gazette Telegraph*, Colorado Springs. He later joined the circulation department of the *Cincinnati Post & Times-Star*. He returned to the *Sentinel-Star* as ad manager in 1957.

NORMAN SIEGEL

HOLLYWOOD, Jan. 25—Norman Siegel, 56, former publicity chief for Paramount Pictures, leaped to his death from the top floor of a 13-story building yesterday, police reported. He was ad and publicity manager from 1949 to 1951.

Mr. Siegel was publicity director for the Academy of Motion Picture Arts & Sciences from 1951 to 1952, and West Coast director of publicity for CBS-TV in 1953. He was named editor of *Photoplay* in 1956.

FERD ZIEGLER

MAPLEWOOD, N.J., Jan. 25—Ferd Ziegler, 45, vp of McCann-Erickson, New York, died at his home yesterday of cancer.

Mr. Ziegler was for eight years sales promotion director of Grey Advertising Agency before joining McCann-Erickson in 1955. He was a former director of the Direct Mail Advertising Assn.

He had taught classes in advertising at City College, and had been in publicity work for Twentieth Century-Fox Film Corp.

CARROLL H. MARTS

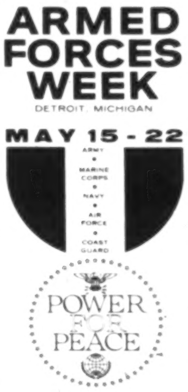
CHICAGO, Jan. 24—Carroll H. Marts, 53, sales account executive for ABC-TV, died suddenly in his home here Jan. 22.

Born in Polk County, Ia., Mr. Marts attended Iowa State College and Northwestern University. He was a vp of Mutual Broadcasting System for 15 years before joining ABC in 1957.

Before entering the broadcast field, Mr. Marts was chief accountant of Great Atlantic & Pacific Tea Co. At one time, he was owner of KLEE, Ottumwa, Ia., radio station. He was a member of the Chicago Broadcast Advertising Club, Chicago Press Club and Chicago chapter of the Academy of Television Arts & Sciences. ≠

Local Armed Forces Week Design Becomes National

A design created in Detroit last year for use in connection with Armed Forces Week locally has been selected for national use in this connection in 1961, according to James C. Dunton, director of the Defense Department's public service offices.



The art work was done by Don Linden, of Campbell-Ewald Co.'s art department, for the Detroit Edison Co. He and Barry McCabe, Campbell-Ewald account executive, have been awarded honor certificates for their work on the promotion.

Cartridge Pens Take 25%

More than one quarter of the U.S. fountain pen market is now in sales of cartridge pens, according to E. P. Reavey Jr., marketing director, W. A. Sheaffer Pen Co., Fort Madison, Ia. The 1961 cartridge pen market should amount to more than $12,000,000, he estimates. Cartridge units were first introduced in 1954. This month Sheaffer is marketing its newest model, a $10 item with a "see-thru" window in the barrel.

Robinson Joins Consolidated

Wendell Robinson, formerly manager of technical publications of ElectroData division of Burroughs Corp., has been named to the new post of advertising and pr manager of Consolidated Systems Corp., Pasadena, Cal., an associate company of Allis-Chalmers, Bell & Howell and its subsidiary, Consolidated Electrodynamics Corp.

See how three important Kansas markets are packaged!

See page 57.

This election wasn't close!

How Advertisers voted for Newark, New Jersey, newspapers in 1960 . . . to carry their selling in America's BIGGEST, RICHEST new Standard Metropolitan Area:

Newark News
33,609,506

(Total Advertising, Media Records)

2nd Newark paper
18,841,553 *lines*

• NEWARK 1, New Jersey • O'MARA & ORMSBEE

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

MANY OHIO MANUFACTURERS IN NEED OF NEW TALENT
We contact over 2M top manufacturers in Ohio every month. Let us know your needs, on a strictly confidential basis.
"LOOK-OUT"
Box 6571, Columbus 9, Ohio

SPACE SALESMAN
Opportunity in Chicago for aggressive, hard-hitting space salesman to cover midwest states for established business publication. Draw plus commission plus all benefits. Send resume.
Box 4465, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TWO ARTISTS wanted to enlarge southern Indiana studio staff. Need a competent, experienced photo retoucher for hard goods, furniture and general retouching. Also, a layout and design man with creative ability and sound typographic knowledge. These are permanent positions for qualified men. Please write in detail including age, experience and salary requirements and be prepared to submit samples promptly upon request.
Box 4498, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity .... editors
adv. managers .... copywriters
Artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ARTIST
LAYOUTS
Excellent permanent oppty for expd man with dept store & sls promotion bkgd. Must be capable of doing comps. State exp & sal. **Box 337, 1501 Bway., N.Y.**

PRODUCT ADVERTISING SUPERVISOR
Versatile, experienced man for ad department of large building products manufacturer. To plan collateral program, write copy, and supervise preparation of product literature, direct mail, promotional material. Chicago. Submit resume and salary requirements.
Box 4499, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL
Factory office selling sundries. Every business and segment nationally—has spot for mature resourceful worker.
401 Presbyterian Bldg., Nashville, Tenn.

COPYWRITER (Free Lance)
—for Chicago Industrial Advertising Agency. Must have broad mechanical background, preferably degree in engineering and be thoroughly familiar with all phases of advertising writing. Connection will prove continuous and profitable. State full qualifications. Interview will be arranged.
Box 4500, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

TECHNICAL PR ACCOUNT EXECUTIVE
Immediate opening for a technical public relations account executive to work on leading industrial accounts. Ideal qualifications: Engineer (M.E., Ch.E., or E.E.) or equivalent; fast, precise writer; inherent promotional flair; varied industrial background; outgoing personality; good planner and administrator. Salary open.
Public Relations Department
Erwin Wasey, Ruthrauff & Ryan, Inc.
3 Penn Center, Philadelphia 2, Pa.

COPY SUPERVISOR
The man we want can think and write with originality and common sense. He is prolific, understands promotion, can write consumer and trade copy equally well. He can write for radio or TV. He is a "pro." He will be an important man in an agency that bills about $2,500,000 and is growing at the rate of 20% annually. He will be personable and have the ability to contact. Salary—about $13,500 to start. If you have it, we'd like to hear from you. Write, give particulars.
Box 4497, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Our 50th Year

COPYWRITER—industrial exp. essential—either agcy. or mfr.	$10,000
COPYWRITER—mostly general a/c's good oppty. Chicago agcy.	8,000
ASST. ADV. MGR.—excel. potential large Chicago indus. mfr.	7,500
SALES PROMOTION—eventual oppty. head dept.—mid-Ill. firm	7,000

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

POSITIONS WANTED

ADVERTISING MANAGER OR ACCOUNT EXECUTIVE
Young man, well-qualified in all phases of advertising. Presently Asst. Acct. Exec. Have done copy, layout, service and media. Am well-acquainted with the graphic arts. Have experience in both consumer and industrial agencies. Possess administrative background and ability and can create ideas. Seek job with growth potential. Will accept Asst. Ad. Mgr. or Asst. Acct. Exec. position if opportunity is there. Age 30. Married. Available Feb. 1.
Box 4501, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Electronics . . . Nucleonics . . . Automotive products & systems. Adv., SP, Marketing—12 yrs. mfr's & agency. Creative scribe & contact for dynamic spot in Chicago.
Box 4502, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING—SALES
Seasoned creative young ad and sales exec—a leader—can brighten your profit picture now. Top management and ad agcy. exp., both behind the desk and in the field. A salesman in person, deed and print. Can take and give orders, work with you, your distributors, your salesmen and customers. Top creative exp. plus new product development know-how, deep in food, furniture, cosmetics, fashion and hard goods. Top selling experience from exec. sales to house-to-house. Married, reliable, realistic—ready to go now to increase your profits.
Box 4503, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

49 Different Ways to Use Direct Mail to Increase Sales . . . Add Profit
Your company can add profit-producing Sales-Promotion/D. Mail man to staff. Offers 8 years experience. Familiar with consumer, business, and industrial markets. Quality mailings planned from copy thru lists. Samples available.
Box 4504, ADVERTISING AGE
200 E. Illinois, Chicago 11, Illinois

ART—COPY TEAM FOR HIRE
Two young men with plenty of background in consumer advertising. Ideal combination for setting up or filling out existing ad department in team efforts.
Box 4505, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TELEVISION COPYWRITER
A consumer-minded man currently free lancing variety of products desires permanent connection. Background includes heavy agency experience as writer and group supervisor on major service and institutional accounts. A fine writer in print as well as broadcast. Best of references. $15,000-$20,000. Please write:
Box 4506, ADVERTISING AGE
630 Third Ave., New York 17, New York

INDUSTRIAL COPYWRITER
Seeks agency or mfgr. position. 30 yrs. agency exp.—copy, media, contact. Good mech. apptitude, creative. Resume, samples.
Box 4509, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV PRODUCER—ACCT. EXEC.
Experience in complete TV production, administration with major studio on nat'l. accts., film-life-tape. Seeks growth oppty. with studio or agcy. as salesman-producer-acct. exec. Complete knowledge midwest production and sources of business. Will relocate.
Box 4524, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD MANAGER; ACCOUNT EXEC . . . OHIO TO HAWAII
Creative writer, yet practical, experienced administrator; now 5-figure ad exec., 39; 14 years in consumer and trade campaigns, home products to engines, offers talents to aggressive advertiser or agency to move out (likes midwest to west) and step up (to bigger ad challenge).
Box 4507, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

STEEL INDUSTRY DISTRICT SPACE SALES DIRECTOR
Ohio and Western Penna. Excellent salary plus commission, expenses and benefits. No limit on earnings. Established, exciting, growing publication. Reply in strictest confidence to Publisher.
Box 574, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

To a writer who belongs in a shop where creativity is the first order of business

WE'D LIKE TO SHOW YOU OUR SAMPLES

You ought to be looking at us and what we stand for, if you're a copywriter looking for a chance to prove what you can do creatively in both print and TV on a wide variety of accounts; if you're tired of seeing all the fire and fight filtered out of your ideas by committees; if you're capable of bold and daring creative solutions and willing to stand up for them. You're good enough to be working on top accounts. You're a sound thinker and a proven professional writer. You frankly want money, stature and the pleasure of working in a shop where creativity is the *first* order of business. You're probably not looking for a job right now, but you'll be intrigued with what we have to show you. For a private showing please send a brief resume of your background to **Robert J. Wanamaker, Copy Director, Edward H. Weiss and Company, 360 North Michigan Avenue, Chicago, Illinois.**

POSITIONS WANTED

FREE LANCE LAYOUT & PRODUCTION
Do you need expert assistance in producing your booklets, ads, packages and other printer matter . . . or TV Commercials. Contact—
T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

Production or Traffic. Ten years experience solving production-traffic problems with retailer, manufacture, newspaper.
Box 4510, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY WRITER
Experienced, results-getting writer of industrial news releases, articles, speeches, copy, promotional. Accurate, knows what editors want, is highly productive and creative. Possesses strong engineering-type background. Self-starter. Seeks challenging publicity post, preferably in Milwaukee area.
Box 4508, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE SELLING EDITOR
15 years on trade papers, experienced in PR, contact work, sales training—automotive, construction, farm, truck fields—wants more challenge—anywhere.
Box 4511, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

KENT Personnel and only Kent knows that these 4 talented presently employed men want to move:
1. **$35M acct supvsr** strong on copy (retail and national), top mdse & mktg man. Has directed variety of major accounts.
2. **$30M-35M acct supvsr** extremely strong in drug & cosmetic area—with best agcy bkgd.
3. **Sales Promotion man**—hvy exp on both tech & consmr accts $12,000.
4. **Highly regarded space salesman** wants promising spot. Will start for as little as $8M.
KENT AGCY 1 E. 42 St. NYC

ADVERTISING—PUBLIC RELATIONS
Editorial, Promotion Experience. Will Relocate.
Box 4513, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY MANAGER SEEKS CHICAGO PUBLICITY OR EDITORIAL POST
Solid experience, excellent record. Strong bkgd., magazine editing, production; 35; B.A.
Box 4518, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS AND INDUSTRIAL ADVERTISING MAN
13 years administration and writing of advertising and sales promotion for several of the country's largest business and industrial accounts. Fuels and lubricants, chemicals, copying machines, drafting and reproduction equipment, food packaging. Age 42. B.S. Industrial Journalism, with two years Chemical Engineering.
Box 4512, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Promotion Manager—Creative Director
Able, experienced promotion manager, excellent writer (according to many top editors) seeks challenging, shirt-sleeve opportunity to create sales-provoking campaigns. Top-drawer creative ability, can spur and guide others, supervise budgets and people. Many examples of sales-successful work—at least one example shown in college text-books. Prefer New York, willing relocate. Minimum $17,500. Write Box 568, **Advertising Age,** 630 Third Avenue, New York 17, New York

Is yours the ONE SHOP IN TEXAS that needs this man?

There aren't many spots in Texas that need a guy like me. But there aren't many of me either.

Maybe we can get together.

I'm a well-employed radio-TV writer (some print) with topmost agency background, NYC and Calif., and I plan to come home to Texas.

National experience on many blue chips. Ivy MS, good analytical thinker, hard worker, amiable. Send for resume now: no obligation, and who knows?—you might find a writer (or supervisor) of great value to you.

Box 571, Advertising Age
4041 Marlton Avenue
Los Angeles 8, Calif.

POSITIONS WANTED

TRAINEE For P.R. Research or any phase of Advertising. Relocate. Short on experience; willing to learn. 3½ years college, veteran, 27 and married.
Box 4514, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BROADCAST ANALYST
Top agency experience in analysis and proposals. Seeks interesting and rewarding position. MBA in marketing. Age 29.
Box 4515, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

READY FOR RESPONSIBILITY
Feb. grad top Eastern school MBA Mkt-Adv. 3 yrs agency-client experience with consumer and industrial goods. Copy, prod, contact, media, publicity, promotion. Age 28, vet, married, will relocate.
Box 4516, ADVERTISING AGE
630 Third Ave., New York 17, New York

Free Lance Advertising-Editorial
Brochures, house organ, ads, features, publicity. Complete job—idea to finish. Prompt service, reasonable. Top ref., 10 yrs. exp. Mrs. K. A. Hoelzen, Wis. St., Naperville, Ill. Ph. EL 5-6685.

INDUSTRIAL WRITER
Ready, willing, able and eager for the challenge which will light the way out of a dead end. Strong on fact digging, imagination, clear writing, common sense.
Box 4517, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WEST COAST TV PRODUCER
Seeks position natl. agency; 10 yrs. film, TV-motion picture indus. Producer top-rated netwrk. show. Prod-writer pilots, creator TV series, prod-writer major studio pictures. 6 yrs. copywriter, acct. exec. natl. accts. major Eastern 4A agcy. Full knowl. West Coast film prodn., studio opts., creative personnel, agents, packagers. Mbr. WGA, SPG. Will loc. N.Y., Chi., Hollywood.
SEE DETAILS AD AGE, Jan. 23, pg. 104!
Box 27 R 984, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES WANTED

Well established publishing house seeking Mid-Western representative with Chicago headquarters, for consumer magazines.
Box 4521, ADVERTISING AGE
630 Third Ave., New York 17, New York

REP NOW SELLING NATL. ACCOUNTS
As Sideline Carry Top Cloth Adv. Line Ties, Vests, Complete Costumes Comm; N.Y.; So-East; Texas; Iowa-Neb; Terr. Avail. GREAT "PLUS" FOR MEN WITH CONTACTS
Box 4520, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EAST COAST
Need aggressive sales organization to team with aggressive publisher to develop the potential in existing exclusive business monthly. A real growth field. Furnish list of publications you now represent and salesmen on staff.
Box 4522, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SUPERVISOR
Seeking mature advertising man under 40 to supervise local advertising programs within the advertising department of a national organization in the construction field. Agency or client advertising experience necessary with emphasis on administration, contact, planning and production Must have proven ability to handle both field and home office contacts. College degree essential. Location Chicago. Salary to match experience and qualifications.
Box 575, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES AVAILABLE

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.
Box 4467, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

We represent Trade and Directory publications. Have Cleveland office. Desire additional media. We cover Midwest.
Box 4496, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE CADETS TO "ORBIT" AD $'S
Experienced "team of four" with top contacts in farm field desire to add additional pub. Cover Eastern states Va. to Maine. Hdqtr. NYC. Your Eastern gross should exceed $50M to be worthwhile for both parties.
Box 4461, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

WANT TO BUY TRADE PUBLICATION
Please send particulars in strictest confidence.
Box 4490, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

CAREERS IN PHOTOGRAPHY
Authoritative and Current Booklet. Send 50¢ for postage and handling.
Famous Photographers, Inc.
225 Broadway, New York 7

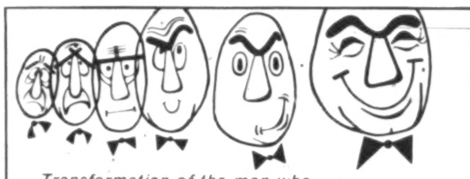
TO THE BUSINESS MAGAZINE PUBLISHER WITH CONTINUITY PROBLEMS.
Aggressive, young trade publishing group would like to assume your problems through purchase or merger. Lets work together to provide for the future of your magazines and your retirement needs.
Box 4523, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY PERSUADES . . . when it excites interest and belief. Let Coljo put your product, service, enterprise or idea before the public you want to convince. **Write Coljo Associates, Box 814, Rockford, Ill.**

ABOUT ALVIN B. FISHER, OF LANG, FISHER & STASHOWER:
Go out of your way to meet the guy; he's way better than the average human being! (Thanks for everything, Al. . . D.A.B.)

SALES PROMOTION DIR.
Are you a young, college grad, experienced in all phases of advertising, direct mail and sales promotion tools, and interested in setting up and running a one-man promotion dept. for established expanding N.Y.C. publisher? Must have demonstrated rare combination of creative and artistic talents with ability to organize, budget, handle details and get things done. Salary open. Send resume and a sample of your best work in confidence to publisher.
Box 573, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

Top-flight trade association in the building materials field seeks a young, aggressive, versatile writer to be responsible for promotional assignments. The person we are looking for is 25-30 filled with ambition, heavy on ideas and feels right at home turning out bright, lively copy. Salary open.
Box 555, Advertising Age
200 E. Illinois St., Chicago 11, Ill.



Transformation of the man who entrusts his personnel problem to

Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS . . . PLACING YOU IS OURS!

Melba Oliver
1229 NATIONAL CITY BANK BLDG.,
CLEVELAND 14, OHIO
PHONE: TOWER 1-6165

MARKETING DIRECTOR

One of the country's largest banks, headquartered in Southern California, desires a man of senior status working at management level to direct a new marketing division in its rapidly expanding operations. This man should be thoroughly familiar with all phases of market analysis, research, sales, personnel training, advertising and sales promotion—regionally, nationally and internationally. He is presently employed in a major marketing capacity in an important industrial or food company. He is between 45 and 55. If you feel you're our man, please give full details, including salary requirements, in your first letter. This will be treated in strictest confidence.
Box 27 R 908, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

SALES REPRESENTATIVE

Well established Point of Sale Manufacturer desires Sales Representation in the areas of Dallas, New Orleans, Miami, Atlanta, Boston, Chicago and Detroit. Please send resume to:

Box 579, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTORS—Creative $12,000 plus for right man. Pa.

ADV. MGR. $10,000 Tech knldg in radar & missiles-microwave & electronic test equip. Sales prom.—publicity, catalogues, exhibits, & shows nec. Florida.

COPYWRITERS $10,000 3-5 yrs exper. on electrical apparatus. Pa.

MECH. PROD. MGR. 5 yrs exper.—know type, 4 color. $ wide open. Pa.

MEDIA MGR. $10,800 3 yrs industry—7 cnsmr exper. Esp. industrial. Pa.

MERCHANDISE ACCT EXEC. $10,000. Foods exper. Sales oriented. Pa.

RESEARCH ACCT EXEC. $10,000. 5 yrs. mktg research req. plus engr deg or exper. Emph on industrial products. Pa.

Please send resume
SMITH PERSONNEL CONSULTANTS
2007 Clark Bldg., Pgh. 22, Pa.

HAVE YOU HEARD ABOUT SIPES FOOD MARKETS?

They have received more national advertising recognition than any other supermarket.

POSITION FOR WOMAN ACCOUNT EXECUTIVE NOW OPEN

Top creative ability and experience in food advertising are necessary in this responsible position. Job includes planning and creating advertising in all media for three supermarket chains. Prefer someone presently located in mid-west. Send complete resume to Whitney Advertising Agency, 1022 Shell Building, Tulsa, Oklahoma, or call LUther 7-7141.

Want a CREATIVE COPYWRITER who can:

★ **Plot Basic Themes—**
★ **Write Stopper Headlines And Persuasive Copy—**
★ **Conceive Interrupting Graphic Ideas—**
★ **Inspire & Train Others To Do The Same?**

Seventeen years in the ad business—(9 with name shops, 3 as head of my own agency, and 5 years with the "Top" creative shop in Chicago) qualify me for a combination writer/supervisor's position.

Creative atmosphere, opportunity, and the possibility of a lifetime connection are my primary interests. *For the record:* I am 39, married, 2 children, college graduate, now employed. Will consider relocating. For a resume or personal interview please write—

Box 572, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

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The nation's number one advertising placement agency. We offer coast-to-coast service.

MARKETING MANAGER $15,000
Industrial and Appliances Consumer.

WRITER $12,000
Public Relations type-Versatile writer-newspaper background.

COPYWRITER .... $ 9,500
Will assist Acct. Exec. Bldg. Constr. writing exp. helpful.

MARKET-MEDIA RESEARCH ..... $ 9,000
Degree in Bus. Adm. or Marketing. Some research in consumer field.

Contact Marion C. Mills on above

★ ★ ★

CREATIVE DIRECTOR $20,000
Seasoned creative Dir., print and TV. Exp. in fashon and shoe accts. desirable. Eastern Location.

COPYWRITER $14,000
Heavy packaged good bkgd. Must be promotable to Supervisor. Idea man, some supervisory exp.

MEDIA MANAGER $10,500
3 to 5 yrs. exp. mainly industrial. Exc. potential with highly rated agcy.

SALES PROM., PUBLICITY .... $9-$10,000
"In-store" super market mdsng. exp. in foods. To direct Sales Promotion. Create campaigns for midwest area.

Contact B. L. Clem on above

★ ★ ★

COPYWRITER $10,500
25-30. Good background in agency. Must have experience on variety of accounts. Versatility important.

PRODUCTION ASSISTANT .... To $ 5,000
Young. Alert, interested in learning print production. Some experience desirable.

ASSISTANT EDITOR .... $ 5,500
Young, with journalistic bent. College grad, or equivalent experience. Write editorial copy, handle adv.

Contact Betty Drew on above

★ ★ ★

DRAKE *PERSONNEL INC.*
29 East Madison Bldg., Chicago 2, Ill.
Financial 6-8700

Opportunity in Public Relations

Excellent opportunity for aggressive young woman who has a year or two experience in public relations or advertising. Must be able to handle details of department and do some writing. Agency located in own building near north side of Chicago. **Call Miss Palmer, SU 7-6789.**

8000 DOCTORS READ

THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.

Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.
Los Angeles 57, Calif. HUbbard 3-1581

TRADE PAPER SALESMAN

Leading industrial publishing firm has opening on well established magazine in mechanized equipment field. Offers high earning potential to experienced salesman with good industrial marketing background. Eastern territory. All expenses. Draw against commissions.

Box 578, ADVERTISING AGE
630 Third Avenue, New York 17, New York

Advertising Agency FOR SALE

For an individual or larger agency this could represent a rare opportunity to purchase the complete stock of a healthy, growing agency that now has over three million dollars in billing in consumer goods advertising. Owner of controlling stock should make over $100,000.00 annually. Unusually fine staff. Happy clients. Located far from Madison Avenue. Living conditions ideal. To close will take $500,000.00 cash or its equivalent. In addition the two present owners would expect additional compensation for serving the company during the transitional period. You can be sure that your interest in this matter will be treated confidentially.

Box 569, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

STENO FOR EDITORIAL & ADVERTISING

National magazine in Tribune Bldg., Chicago. Need good typing and dictation skills; good phone voice. $375 to start, plus profit sharing. Age 20 to 35. Good future for sharp girl.

Call DElaware 7-1752

FEMALE FOR HIRE In Chicago

Young widow (29), creative, intelligent, talented & ambitious. New York background in TV production, script writing and ad copy.

Seeks advertising or PR work at reasonable salary.

Box 538, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

P.O.P. REPRESENTATIVES WANTED

Manufacturers of "CLEAR-STIX" products. Transparent, self-adhering, point of purchase signs. Also die cut decals, price markers, product identification labels, etc., up to six colors, with easy-to-post pressure sensitive tapes or with overall adhesive backing for more permanent type of display. Will adhere to any surface like windows, counters, back-bars, doors, auto bumpers, etc.

Chicago, Boston, Philadelphia and other territories open.

Transparent Advertising Corporation
2800 College Point Causeway
Flushing 54, New York

LAYOUT ARTIST

Good design with some medical, pharmaceutical background. Attractive salary and fringe benefits including pension plan. Send complete resume.

Hutchins Advertising Company
c/o Art Director
42 East Avenue
Rochester 4, New York

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Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
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Will supply that extra writing "pro" for occasional or peak-time needs. Reportorial or feature, editorial or pr. Strong imaginative copy to any slant. Draw from exper. w. wire service, mag. editing, pr writing & counseling. Per-job rates; photog. contact services avail. Write:
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187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION — COMMERCIAL INDUSTRIAL

DON HARRIS NEEDS:

... this week only two men he couldn't find in his file.

COPY-CONTACT, industrial, distribution-knowledgeable. Highly profitable, long-established smaller agency needs pro to handle two accounts and interest prospects by making them respect him ..... $15-$18M

JUNIOR TIME BUYER, important agency. Midwest $7,500

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

ADVERTISING ASSISTANT

National organization in the construction field seeks a man with college degree in its advertising department under 35 to assist the supervisor for national advertising programs. Job places emphasis on production and internal administration. Knowledge of agency procedures desired. Location Chicago. Salary commensurate with experience.

Box 576, Advertising Age
200 E. Illinois St. Chicago 11, Illinois

WANTED TO BUY: BUSINESS PUBLICATION

Respected, established Midwest multiple publishing house seeks young, promising business publication (two or three years old) in need of additional financial support and/or publishing know-how. Object: purchase. Attractive stock participation can be arranged. Write in complete confidence.

Box 577, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Circulation Director

We publish important industry magazines in New York City—the leaders in their field. We require a Circulation Director, with consumer or trade magazine background, capable of taking complete charge of every phase of circulation.

- We want a dynamic creative executive capable of supplying leadership, or of rolling up his sleeves and doing a job himself.
- Such a man will be in line for important corporative advancement.
- The salary is open, well into five figures.

Our personnel know of this ad.

Box 567, Advertising Age
630 Third Avenue
New York 17, N. Y.

Elotec Corp. Appoints Balsam

Balsam Advertising, Pasadena, has been named to direct all advertising for Elotec Corp., El Monte, Cal. Two product groups will be promoted. Trade papers and direct mail will be used in advertising panel lights, terminal strips and toggle switches to the electronics industry. Newspapers will carry ads for the company's new negative ion generator-air purifier, in a gradual development of the national market.

Myers Maps Coupon Drive

Myers Foods, Plumsteadville, Pa., is launching a coupon promotion in the New York area. A campaign of 1,000-line ads started Jan. 26 in *Newsday*, *Newark News* and newspapers in suburban New York and northern New Jersey. A coupon on packages of Myers' frozen chicken pie is good for 35¢ off the purchase of all Myers' frozen products. J. M. Korn & Son, Philadelphia, is the agency.

Florida Developer Budgets $1,800,000

MIAMI, Jan. 24—An advertising budget in excess of $1,800,000 has been allocated by Flora Sun Corp., developer of Apollo Beach, a waterfront residential community 12 miles south of Tampa.

Wilbur E. Jones, former head of the Florida state road department and president of Flora Sun, told ADVERTISING AGE that during the next 14 months the company will use magazines and newspaper advertising in major cities.

For the first four months of this year, Mr. Jones added, a $700,000 appropriation has been allocated to publications, including *Business Week*, *Holiday*, *Life*, *Look*, *Sports Illustrated*, *Time*, *Wall Street Journal* and *U.S. News & World Report*.

An additional budget of $400,000 has been set aside for radio and television. #

Traffic Stopper!

Your classified ad in Advertising Age gets the attention of over 177,000 marketing men and women. You get traffic-stopping action for as low as $5 per ad!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $________

My Name________

Street________

City________ Z____ State________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. — 4041 Marlton Avenue
Chicago, Illinois — Los Angeles 8, Calif.

ITALIAN REMEDY GOES "MASS MARKET"

by Franklyn W. Dyson, Vice President, Ellington & Co.

For over 80 years, Brioschi anti-acid has been famous in Italy and with Italian-Americans. In this country it has been sold principally through small grocery outlets—with some merciless price footballing. Could the entire image of this product be changed so that a good marketing plan would make it sell to and through supermarkets, aimed at the *mass* of Americans?

Our proposal to Ceribelli & Company started with the product itself—a new package whose modern design would provide considerable impulse sales appeal. Included in the "total-marketing" concept were: establishment of a sales force of food brokers, fair-trading, raising the wholesale and retail price to get rack jobber distribution, and engaging in an aggressive merchandising-advertising campaign based on tested copy.

Today, Brioschi is moving ahead rapidly. Supermarket sales have climbed from 6.6% to over 23%. Total sales are up 35% with a very satisfying increase in net profit.

Our work with Brioschi is another example of the *thoroughness* characteristic of our approach to every client problem.

ELLINGTON & COMPANY INC.
535 FIFTH AVENUE, NEW YORK 17 MURRAY HILL 7-4300
Advertising • Promotion • Public Relations

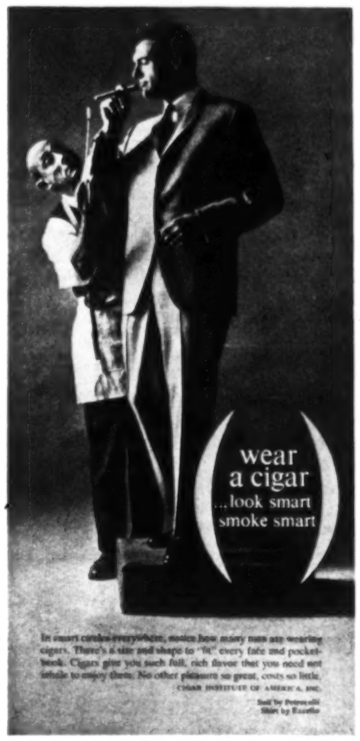
'Wear Cigar,' Says $300,000 Campaign by Cigar Institute

NEW YORK, Jan. 25—Cigar Institute of America today announced a $300,000 ad campaign designed to get young men to "Wear a cigar."

The campaign is aimed at adding a new dimension to the list of "the done things," the institute said. "We want to relate cigars as equally important to the over-all appearance of a man as is his shirt, suit or necktie."

In addition to the explicit reminders which the institute's own ads will provide to the young man on the campus or in the executive office, it expects that "tie-ins with national advertisers of men's wear will subliminally extend the cigar institute's effort."

Theme of the whole campaign, which begins in the Feb. 17 *Time* and Feb. 20 *Sports Illustrated*, will be variations of "Wear a cigar—look smart—smoke smart." The ads, all two-thirds page b&w, will run through December in *Argosy* (six insertions); *Esquire* (seven); *Playboy* (six); *Sports Illustrated* (11); *Time* (11); and *True* (10).



SMOKE SMART—*Cigar Institute of America has scheduled this ad in the March issues of Esquire and Playboy.*

Doherty, Clifford, Steers & Shenfield is the agency. #

Six Advertisers to Speak at MPA Regional Meeting

CHICAGO, Jan. 25—Top magazine advertisers in six different classifications will report their experiences in the use of the medium at the third annual regional conference of the Magazine Publishers Assn. at the Drake Hotel Feb. 8.

The classifications to be represented are life insurance, men's wear, foods, tv and radio receivers, automobiles and building materials.

▪ The speakers will be Richard Haggmann, advertising director, Northwestern Mutual Life; Bruce P. Fogwell, advertising director, Hart, Schaffner & Marx; J. Scott Welles, product manager, Good Seasons, General Foods; Robert G. Farris, advertising director, Motorola consumer products; Ronald E. Weber, advertising group head, building products division of Aluminum Co. of America; and Val Corradi, senior vp, D. P. Brother & Co., and account supervisor for Oldsmobile.

Joseph R. Buell Jr., publisher of *Popular Mechanics*, is chairman of the MPA committee arranging the event. #

WSAI Sold for $1,200,000

Fox, Wells & Rogers, Stamford, Conn., and Payson & Trask, New York, have purchased WSAI, Cincinnati, from Consolidated Sun Ray Inc., Philadelphia. Purchase price is reported in excess of $1,200,000. The new owners, private investment companies, have formed a new company, Jupiter Broadcasting Inc., to operate WSAI. Erny Tannen, veteran broadcaster, will be president of Jupiter.

Miller Names Soule A.M.

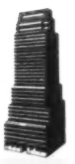
Miller Publishing Co., Minneapolis, has appointed Wayne M. Soule advertising manager of *Feedlot*. Mr. Soule joined the sales staff of the company in April.

TODAY'S
SECRETARY
NOW AN ABC PAID
MAGAZINE

...and a paying audience pays off BIG in today's booming secretarial market!

Now you can invest your advertising dollars soundly in the secretarial field on the basis of verified facts! TODAY'S SECRETARY is now an ABC member publication — the only ABC-audited magazine in the secretarial field. When you advertise in TODAY'S SECRETARY, you now have the added assurance of quality paid circulation—guaranteed through our ABC reports.

ABC membership is another step forward for TODAY'S SECRETARY. Circulation, which was 67,000 in 1950, has grown to over 151,000 paid subscribers (ABC-audited) today. Advertising pages, which totaled 68 in 1950, have climbed to an estimated 240 in 1960. Because TODAY'S SECRETARY's paying subscribers pay attention to advertising in the magazine, advertisers get solid results, too. For information, phone or write for Fact File on TODAY'S SECRETARY and the profitable secretarial market.



Another McGRAW-HILL
ABC-paid publication

TODAY'S SECRETARY
A Gregg-McGraw-Hill Publication
330 WEST 42ND STREET, NEW YORK • LOngacre 4-3000

AUDITED PAID CIRCULATION
ABC

Stress on Men Won British Ford for LPE Agency

Ford Execs Exposed to Four Simultaneous Informal Presentations

By Mark Random

LONDON, Jan. 24—This is the story of how one agency—London Press Exchange—gained an account which this year will bill more than $3,000,000 (AA, Jan. 16).

The account, one of Britain's biggest, is the Ford Motor Co. Ltd., now in process of becoming a wholly-owned subsidiary of Ford Motor Co., of Detroit.

In mid-October, on the eve of the annual British auto show, Rumble, Crowther & Nicholas announced it had resigned the Ford account which had been with the agency for 14 years.

Ernest Walker, chairman and managing director of Rumble, Crowther said the agency found itself "in disagreement with certain technical aspects of the account." It would continue to service the account "for a reasonable period," pending the appointment of a new agency.

■ Immediate speculation in London was that the account would probably go to J. Walter Thompson Co., which handles Ford in the U. S. and Canada and also in parts of South America, Eruope and the Far East.

As the weeks went by, other agencies were named as possible likely successors to the Rumble agency. Among them were Foote, Cone & Belding Ltd. and Young & Rubicam Ltd.

Young & Rubicam, however, soon dropped from the competition. London Press Exchange, a name hardly mentioned in the running, emerged from the pack in the closing stages and finally was announced the winner.

R. D. L. (David) Dutton, LPE deputy managing director, explained: "We were apparently late in the field. Ford, it seems, thought we were still handling Daimler, an account which ran down some time ago. We had a brief visit early in November and were asked to make a presentation on the morning of Nov. 25."

■ Robert A. Adams, Ford advertising manager, said that Ford studied 18 agencies "from a distance," and then visited seven. Of these seven, four were asked to make presentations—London Press Exchange, S. H. Benson Ltd., J. Walter Thompson Co. and Foote, Cone & Belding.

The $3,000,000 question which the agencies faced in making their presentations was: What exactly is Ford looking for in its new agency, and how can we show we've got it?

Ford provided the answers by presenting to each agency a copy of an appraisal checklist which would be completed by Ford executives attending the agency presentations.

■ Said David Dutton: "Having the checklist in advance, we had to decide what was the focal point. Having studied the checklist carefully, we reached the decision that Ford was particularly interested in the people who would be working with them and on their account.

"We noticed particularly that Questions 9, 10, 11, 12, 18, and 19—about one-third of the questions—referred specifically to an appraisal of people.

"One great merit of LPE is that it has a management group composed of advertising men who have progressed through the various aspects of advertising within an agency to running the company's subsidiaries as businesses. They are very conscious of what is required in servicing an account.

"In LPE, we appoint an account director to service a big account and he gets full responsibility for handling it. So we decided that was the sort of image to project—that there would be only one management representative and the rest of the team who would have to provide the service that Ford required.

■ "We have no set presentation for potential new clients. It is adapted according to the client. Since Ford's questionnaire indicated a desire to get to know the people at the agency, this is what we concentrated on."

Mr. Dutton was the management representative at the presentation and headed the presentation team. He spoke for about 20 minutes, outlining the structure, organization, and advertising philosophies of LPE.

Ford was represented by Robert A. Adams, advertising manager; P. E. Bedford, export advertising manager; J. E. Reid, general sales manager; R. A. Hylands, staff assistant to general sales manager; R. T. G. Platt, manager of marketing operations; and C. H. Wilkinson, manager of sales planning.

After Mr. Dutton's introduction, LPE presented a case history. The product chosen was, oddly enough, a chocolate—Cadbury's Lucky Numbers.

■ "It was outside their field," said Mr. Dutton, "but we thought it would be an interesting example of agency participation with the client in creative marketing of a product from scratch.

"We thought that other agencies had probably shown Ford case histories in automotive and related products and felt, therefore, that a case history dealing with the marketing of a new chocolate would be a little different but just as illuminating."

Peter Lewis, the account supervisor on Cadbury, presented the case history. Said Mr. Dutton: "We thought this would give Ford an opportunity to see the personality of one of our account supervisors and give them some idea of the caliber of executives that we employ as account supervisors."

James Beard, the LPE's television director, then talked about television and the agency's approach to it, illustrated with a reel of commercials.

■ Then the presentation team broke up into four groups. Mr. Dutton explained this was partly because of the time factor and partly to put the proceedings on a more informal basis so that the Ford executives could attune to the LPE executives as individuals, rather than a large, formal group.

The Ford executives split up and went around to see four presentations which were going on simultaneously. These were:

1. A display and discussion of press and print promotion prepared by the LPE for clients. This was presented by Sir Niall Lynch-Robinson, an account director.

2. A presentation of examples of outdoor advertising produced by LPE and a discussion by Richard Nelson, managing director of LPE's outdoor services, of planning and inspection of outdoor advertising and the integration of outdoor campaigns with other media.

3. A presentation showing work on the National Benzole garages and the merchandising material produced by LPE in collaboration with National Benzole designed to sell the idea of conversion to garage owners.

4. A display of running totals of cost-per-1,000 of all television commercial breaks on the three major television networks. This indicates "good buys" and "bad buys" of television time and is used by LPE executives and media planners for quick appraisal of programs and spots. It was explained to Ford that a weekly check is made on all bookings by the agency and steps taken to get compensation if bad ratings are delivered.

■ After this informative part of the presentation was completed, the Ford executives and the LPE presentation team moved on to the agency's conference room for questions and then a general discussion, under the chairmanship of Sir Niall.

Dr. Mark Abrams, LPE Research Director, led off the discussion with a talk on research in the motor industry and economic factors affecting the industry.

LPE executives, account directors and creative people took part in the discussion, which ranged over a wide field. They touched on the attitude of dealers to selling autos; the operation of merchandisers at LPE who act as field men to keep the agency informed of activities at the retail and distributive levels; creative aspects of current auto advertising; and merchandising deals, competitions, and the pattern of media appropriations in the auto field.

■ "This was completely a free-for-all and entirely unrehearsed," said Mr. Dutton. "Of course various members of our staff with particular interests had studied certain aspects of current auto advertising and marketing.

"This gave Ford an opportunity to see and hear from a lot of people and also avoided giving them the feeling that they were getting a 'showpiece' presentation. The idea behind staging a free discussion was to give the prospective client some opportunity of assessing the personality of a number of different LPE executives.

"We understand no other agency did anything quite like this."

After the discussion the presentation broke up and the Ford executives went off to lunch. They returned to the agency in the afternoon for a one-hour presentation on Intam, the LPE's international advertising subsidiary.

■ "This, I think, made a big impact," said Mr. Dutton. Patrick Delaforce, one of Intam's account directors, was able to show them that we had a number of directors and executives at Intam who are regularly in and out of Europe and who really know what advertising and marketing services are available throughout the world.

"Arthur Burton, managing director of Intam, was also at the afternoon presentation, and was able to answer questions about the international division which handles export advertising not only for LPE clients but also for firms which are not on the LPE client roster.

Ford executives paid another visit to LPE towards the end of December. The final visit by the prospective client came on Jan. 12.

■ "Later that day," said Mr. Dutton, "we were told we had been chosen. Ford released the news next day—Friday the 13th." The appointment is effective April 1. #

Here Are British Ford's 20 Questions

The following questions were posed by Ford Motor Co. Ltd., not to the four finalists seeking its account, but—via a bit of reverse English—to Ford executives as guideposts in evaluating the agencies' presentations:

1. Do the building in which the agency is housed and the service personnel that man it suggest modernity, efficiency, and progress?

2. Is the agency philosophy towards advertising sound and convincing, and does it suggest a youthful, resilient, and flexible approach to client problems?

3. Is there a history of growth in account billings?

4. What kind of accounts are held in the main?

5. To what extent have accounts been lost/held?

6. Does the agency hold any competitive accounts?

7. Is the client list impressive?

8. Does the client list include advertisers of durable consumer goods?

9. Does the executive organization for client service suggest fast and effective servicing for a Ford account?

10. Do the agency executives impress in terms of knowledge, experience, personal ability, and sensibility?

11. Are they the kind of people who could work with and be acceptable to Ford?

12. In the light of the executives seen, is it felt that the agency is a team, or a "one-man band"?

13. Do the specimen press ads for leading clients suggest top creative flair?

14. Do the specimen tv films for leading clients suggest top creative ability?

15. If marketing services were required, either to supplement our own or to confirm their direction, is there evidence of effective facilities?

16. Do research facilities create confidence for future use in connection with advertising or marketing?

17. If domestic branch offices were required do they already exist, or would consideration be given to their introduction?

18. Was the presentation carried out effectively and convincingly, and would the same techniques be acceptable to Ford management?

19. Was a man capable of controlling the Ford account on view, and what was your reaction to him?

20. To what extent is the agency felt to be American, to be British?

Burton Bedford Adams Dutton Delaforce Flannagan

CLIENT CONTACT—*These executives of Ford Motor Co. Ltd. and London Press Exchange conferred after Ford's appointment of the agency: A. C. Burton, managing director of Intam Ltd., LPE's international division; P. E. Bedford, export advertising manager of Ford Ltd.; R. A. Adams, Ford advertising manager; R. D. L. Dutton, deputy managing director of LPE; P. Delaforce, marketing director of Intam, account director on Ford export advertising; and J. Flannagan, also of Intam, account supervisor.*

Dodge Trims Lancer Price

Dodge division of Chrysler Corp. has trimmed $26 from the cost of some of its Lancer compact models by making some of its formerly standard equipment optional at extra cost. The reduction was made to meet competitive prices on other makes. Among the items made optional are arm rests, lighter, extra sun visor, dual horns, remote dome light switch, rear ash tray and horn ring. The deluxe Lancer line's price was cut $16 by putting floor carpeting on the extra cost list.

Luckie Gets Civic Client

Robert Luckie & Co., Birmingham, which has been named agency for Birmingham's Committee of 100, an area development body, placed the first ad of the campaign—a page unit—in the *Wall Street Journal* Jan. 20. The newspaper will be the major medium throughout the campaign, designed to attract new industry. Luckie has also been appointed agency for H. K. Porter Co.'s Leschen wire rope division, St. Louis.

$3,000,000 Schick Account Puts NC&K Back with Revlon, Despite Earlier Rift

(*Continued from Page 1*)

evenly divided between space and television. ASR billed under $2,000,000, according to estimates, but it is a division of Philip Morris Inc., and B&B already has the cigaret company's Parliament business; understandably it would not decline a request to add additional billings for this client.

E. W. Mandel, assistant to the president of Revlon, said in a statement this week that the company "supports the selection of NC&K, an agency which served Revlon energetically and creatively during a period of growth."

In December, 1955, it was Mr. Mandel, then Revlon ad manager, who returned a set of NC&K invoices to Norman B. Norman, president, and asked for a $5,648 credit, in a dispute over whether or not the $3,500,000 client would pay commission on talent for tv shows packaged outside the agency.

■ The situation grew hot and frank. "We were canned. We got 30 days' notice after seven years on the account," said Mr. Norman, attributing the loss mainly to the commission dispute.

Revlon, in the person of George Abrams, then ad director, denied that talent commissions caused the rift and said that "neglect of service" was a prime factor."

But time heals many wounds, and this week Schick marketing vp Gerald Light declared: "NC&K has been selected because of its high degree of creativity, which is of the utmost importance to Schick during this period of keen competition within our industry. We welcome the fresh approach toward our opportunities that NC&K represents." #

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MANAGEMENT READERSHIP SURVEY SHOWS...

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YES	66.1
NO	24.4
NO ANS.	9.5
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The survey was conducted among the members of The Associated General Contractors of America—who annually perform the great majority of the nation's contract construction.

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20TH AND E STREETS, N.W.
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EXECUTIVE 3-2040

New Pack with Sliding Tray
MORRELL
Bacon
EASY to open EASY to close
Handiest bacon package you ever used
OR DOUBLE YOUR MONEY BACK
Easy to open! Easy to close!

Morrell PRIDE BACON

DOUBLE REFUND—*If the customer does not agree that John Morrell & Co.'s new bacon package is "handiest . . . ever," she will get double her money back, promises this color page in the current Life, first in a Life-centered drive. John W. Shaw Advertising, Chicago, is the agency.*

Research Tells How Much to Put Into Ads: Baker

(*Continued from Page 1*)

expenditures, to measure results on sales; (2) an advertising hiatus, to measure the effect of sales momentum alone on volume, brand usage and awareness; and (3) various ratios of advertising-to-sales-promotion expenditures to measure optimum mixes of these elements."

■ Alfred Politz, president of Alfred Politz Research, told the workshop that he was convinced that "many campaigns could—with the application of sober research—sell twice as much for the same money, or the same amount with half the money." Mr. Politz said it seemed to him "almost too modest a goal for research, guided by adequate advertising theory, to increase the efficiency of the average advertising campaign by 10%. #

Adman Must Purge Client of Product Sameness: Hockaday

(*Continued from Page 1*)

his product and any other if you swap the labels.

"If no one is noticing the dreary sameness, why not enjoy it? It's all the same to the customer, too. She feels no loss of love or status, or power, or recognition or security, no matter what product she buys. The only catch is she doesn't quite remember the name of the coffee maker she bought or who put the roses on her bath towels or what's the name of that rug on her floor?

■ "The one thing the manufacturer and the agency can be sure of," Miss Hockaday said, is that "no contemporary customer will remain calculated for long.

"When the product you sell has no reason for existing beyond me-to-ism, the agency must wake up the client. The agency provides the irritant to shake him up.

"The agency will never discount the consumer's tireless drive in search of something different, better, new," she said. "We may give our clients a very hard time, but we'll never let them forget this informed and restless customer."

Perfex Boosts Redfern

Perfex Corp., Milwaukee, has appointed Charles Redfern advertising manager. Mr. Redfern was formerly market research manager.

Scott Paper Tests Mail, Media Ads, Seller Incentives

(*Continued from Page 1*)

individually and in various combinations in 11 different test areas. The following 11 variations were selected: High frequency publication advertising only; low frequency ads; high frequency direct mail; low frequency direct mail; high frequency ads plus low frequency direct mail.

Also, low frequency ads plus high frequency direct mail; low frequency ads plus low frequency direct mail; advertising plus incentive; direct mail plus incentive; advertising plus direct mail plus incentive; and incentive alone.

■ Mr. Roens said one of these types of promotion was being used in each area. "Eleven other cities, almost equally matched with the test areas in size, industrial activity and other factors, have been established for control purposes. No promotion of any kind for Scott industrial products is beamed at the control cities, either on a regional or national basis.

"Each test city and its corresponding control city are separated geographically to prevent overlapping of the promotional influence," he said. They are not in the same states.

Scott is using two weekly magazines, *Business Week* and *Purchasing Week*, and three unnamed monthlies. For the high frequency schedule in the weeklies, ads are run once a week for eight weeks, then once every two weeks for five months. In the low frequency test areas, ads are run once every two weeks for eight weeks, then once a month for five months.

■ High frequency schedules in monthlies are once a month; low frequency are once every other month.

All the ads are two-page (front and back) two-color inserts emphasizing the relationship between quality towel service and employe and patron relations. Readers are invited to send in a coupon for a free self-dispensing box of paper towels.

Direct mail goes to 40,000 people. In 1960 a total of 18 mailings of varying kinds was made.

The third phase of the test is the distributor incentive, a 10-week contest called the "Scott Paper Co. nest egg payoff."

All three phases of the test are being continued in the second half of the program, but new ads, direct mail pieces and a new distributor incentive plan will also be used.

The company is documenting the test program to determine: (1) industry awareness and attitude study; (2) magazine readership awareness; (3) direct mail and ad coupon returns and followup sales; and (4) a comprehensive analysis of sales.

■ So far two studies of industry awareness and attitudes toward Scott have been made (May and November, 1960), and another will be made this May. Three cities involved in this part of the study are Fort Wayne, Birmingham, and Cincinnati.

Both the ad and direct mail campaigns were developed by Ketchum, MacLeod & Grove, Pittsburgh. #

'Pocket List' Appoints Hilts

Robert G. Hilts, former account executive of Watson-Manning Advertising, Stratford, Conn., has joined the Railway Equipment & Publication Co., New York, as advertising manager of the *Pocket List of Railroad Officials*, succeeding Allen F. Clark, who has joined *Plastics Design & Processing* (AA, Jan. 23).

Corn Products Assigns Knorr Debut to D-F-S

(*Continued from Page 1*)

a share of market estimated as high as 90%, has only recently turned to foreign expansion. The company put up a tomato processing plant in Italy in 1958, and in 1959 it completed its first major plant outside North America—in Lynn, England. J. Walter Thompson Co., London, is handling Campbell's entry into the British soup market.

■ Mr. Brady said yesterday that Corn Products is confident it "will win a sizable share of the $500,000,000 American soup market." He explained that the Knorr soups being marketed here "have been specially created for the American taste" and "have been tested in the homes of almost 10,000 housewives across the country."

He also pointed out that the seven flavors in the line account for 60% to 70% of the American soup market.

Mr. Brady neglected to mention that the Knorr soups are dehydrated and that this type represents only a small segment of U.S soup sales. However, ADVERTISING AGE learned that Corn Products is committed to a full-scale invasion of the soup market and is prepared to manufacture all kinds of soups, including the heat-processed type sold in cans, in an effort to gain a strong foothold.

The entry into the soup market is part of Corn Products' long-term plan to become a full-line marketer of grocery products.

■ Mr. Brady certainly made it clear yesterday that the company will go national with the Knorr line. Speaking of the four cities where the soups were introduced this week, he said: "These are 'test markets' only, insofar as marketing methods are concerned. We are building a large new soup plant at Argo, Ill., which will be in operation by July and are going ahead with new marketing territories promptly."

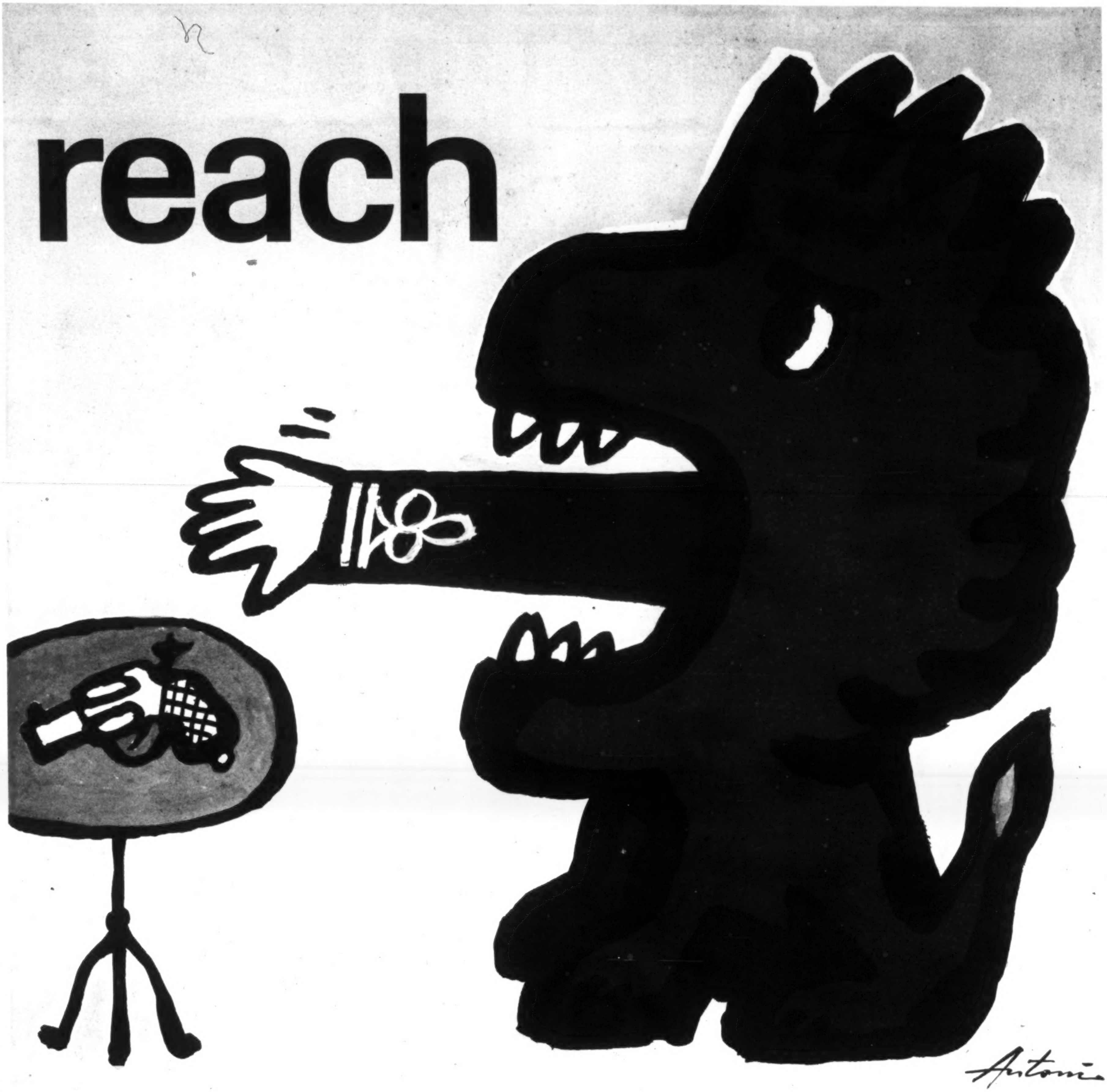
Since acquiring Knorr, Corn Products has moved the brand into Argentina, and Mr. Brady reported that it has been an "instant success" there. "We are following up this success with introductions into other Latin American markets," he added.

Noting that Corn Products now has an international sales volume of more than $200,000,000, Mr. Brady said the company is not "overlooking the bringing of top products from our overseas subsidiaries to the American consumer. This is the era of 'the international brand,' and we plan to take full advantage of it."

■ Mr. Brady told the security analysts that Corn Products' management realizes that to be successful in the grocery business a company must have "top-flight brands" and must "invest big money in advertising." He said Corn Products has the top brands—and he cited Karo, Mazola, Argo, Best Foods, Hellman's, Skippy, Fanning's, Nucoa, Shinola and Rit. And he reported that the company is now spending "nearly $40,000,000 a year" in advertising around the world. #

Brown Shoe Boosts Stolz

Brown Shoe Co., St. Louis, has appointed Robert G. Stolz vp in charge of advertising and public relations. Mr. Stolz, who joined the company in 1944, formerly was director of advertising and sales promotion.



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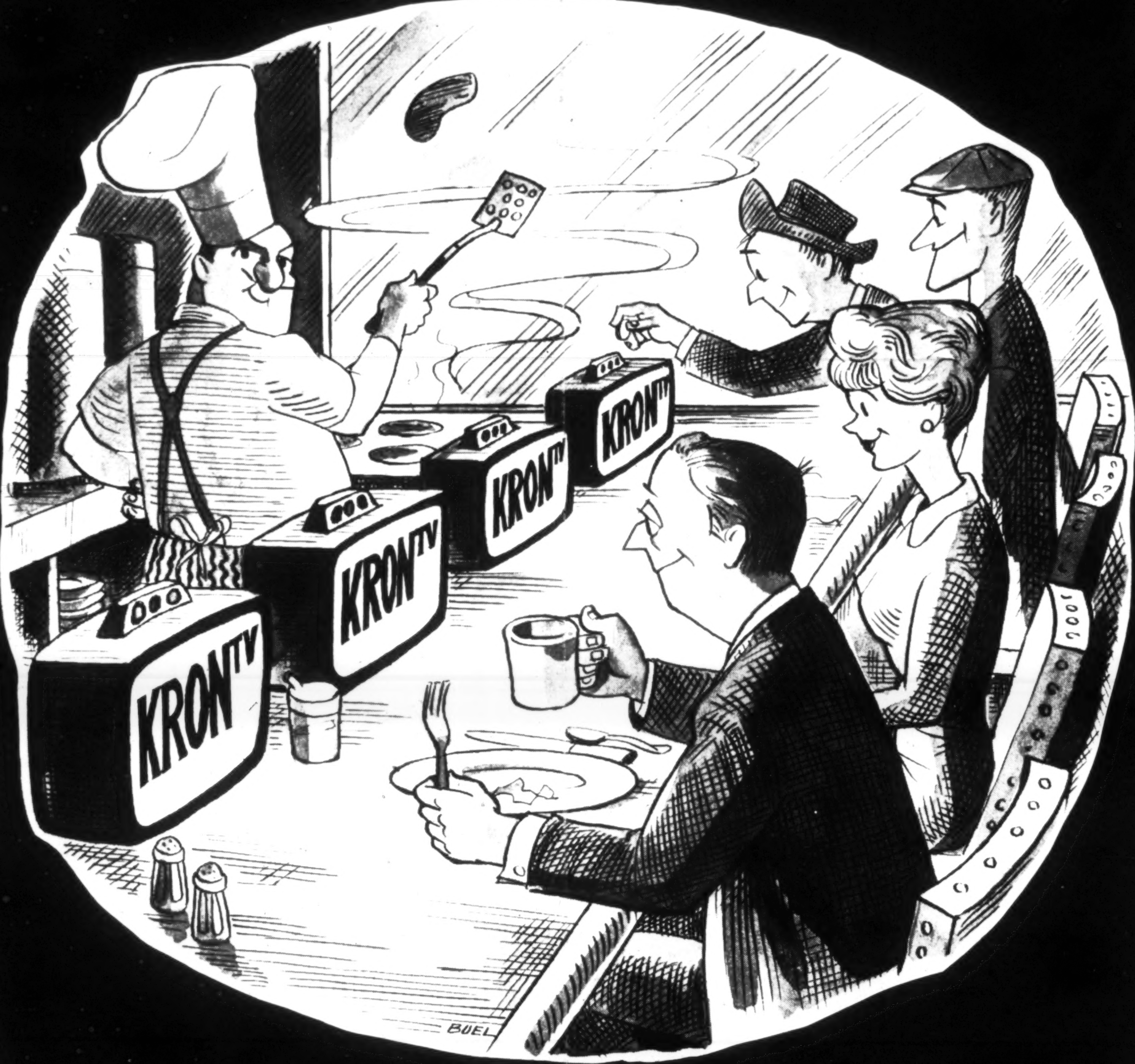

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